1. This happy sketch represents:
(a) a famous WOR personality
(b) a scene commemorating Oct. 19th
(c) a seaboard state
(d) person whose first name begins with "M"

2. This trend line indicates:
(a) rise in WOR news listening
(b) startling fact about a power-full station
(c) the Connecticut birth rate
(d) radio exec's fever chart

3. This numeral stands for:
(a) months Russia has been at war
(b) age of WOR commentator
(c) important new radio market
(d) key people every show should reach

Here's another WOR ad that's fun to read and fact-full, too. See how up-to-date you are.

Answers on page 51

that power-full station WOR
at 1440 Broadway, in New York
Mr. Harold Safford, Program Director
Prairie Farmer - WLS
1030 S. Washington Boulevard
Chicago, Illinois

Dear Mr. Safford:

On behalf of the Sports Festival State Committee, I want to thank you for your many contributions to last year's festival even though you were unable to attend on the 28th and 29th.

We appreciate the fine talent which was selected for our evening program. Please convey our thanks to Art Page for his fine assistance in covering the Festival over Dinner Bell programs and for his assistance with the evening program at master of ceremonies for the Prairie Ramblers and the Arizonae Roadshooper.

"Artie" was a consistent worker all day as one of the judges of the dance events and also helped out with the Square Dance features that evening. The Prairie Ramblers went across with a bang! All in all, it was a very fine two-day program and our thanks again to Prairie Farmer-WLS for their splendid cooperation.

Yours very truly,

Frank F. Ginwisch
Secretary
Illinois Farm Sports Festival

"...thanks again to Prairie Farmer-WLS for their splendid cooperation," says the secretary of the Illinois Farm Sports Festival.

"We're One of the Family in Midwest America!"

To give eager listeners in Midwest America "box seats" at the annual Illinois Farm Sports Festival and like important farm events, WLS microphones and staff are always on hand. The friendly, neighborly cooperation WLS gives Midwest organizations and our interesting, authoritative broadcasts carry WLS into the heart of the thousands of Midwest America homes. That's one of the very good reasons why WLS gets results!
WXYZ will deliver Lion's Share of Detroit at lowest cost...

Guarantee with any WXYZ Champion Show

KING-TRENDLE BROADCASTING CORP. Detroit, Mich.

National Representatives: Paul H. Raymer Company
Score of Broadcast Jobs Found Critical

Gen. Hershey Issues Occupation List as Guide for Local Draft Boards

EFFECTIVE immediately, a score of broadcast occupations last Friday were defined as critical in an announcement from National Selective Service Headquarters in Washington to each local board. The precise enumeration is the first to be made since the broadcast industry was defined in July as “essential” along with telephone, telegraph, newspapers, newsreels and television services and the repair of facilities.

Labelled Occupation Bulletin No. 27 signed by Maj. Gen. Hershey, the list was prepared by the War Manpower Commission and transmitted to National Selective Service for distribution as a guide to local boards. In compiling the list, the bulletin points out that it was “confined to those occupations which require six months of training and preparation.”

May Be Additions

This initial list of occupations certified by the War Manpower Commission is not to be considered final, it was pointed out, for there is the real possibility of other occupations being added as the intensity of the draft increases. Additions to the list would be made from the list of 100 occupations prepared by the Board of War Communications and released last week [BROADCASTING, Oct. 12].

The list is composed of occupations which require a reasonable degree of training, qualification, or skill to perform the duties involved. The list is further intended to establish the important occupations within the communications industry which must be filled by persons capable of performing the duties involved, in order that the activity may maintain efficient production. This list is confined to those occupations which require six months or more of training and preparation.

4. In classifying registrants employed in these activities, consideration should be given to the following:

(a) the training, qualification, or skill required for the proper discharge of the duties involved in his occupation;

(b) the training qualification, or skill of the registrant to engage in his occupation; and

(c) the availability of persons with his qualifications or skill, or who can be trained to his qualifications, to replace the registrant and the time in which such replacement can be made.

Critical occupations in communication services follow:

1. The War Manpower Commission has certified that communication services is an activity essential to the support of the war effort.

2. This bulletin covers the following essential activities which are considered as included within the list attached to Local Board Release No. 115, as amended: (a) Communication services: Telephone, telegraph, newspapers, radio broadcasting, newsreels, and television services and the repair of facilities.

3. The following list of occupations in communication services are occupations requiring a reasonable degree of training, qualification, or skill to perform the duties involved. It is the purpose of this list to set forth the important occupations in communication services which must be filled by persons.
Disc Executives to Consider Plans to Solve Music Problem

Mark Woods Suggested as Head of Committee To Conduct Negotiations With the AFM

By BRUCE ROBERTSON

MEETING of transcription company executives to discuss united action toward a solution of their music problems will be held in New York next Wednesday (Oct. 21). Last week, as the shock of the abruptness of the adverse decision handed down in Chicago on Monday was wearing off, the transcription industry was faced with the likelihood that the first concerted action must now be taken, although there was no such agreement as to what course should be followed.

Some recording executives believe that help can still be secured through the courts and last week were considered bringing civil suits against the AFM in the State courts of New York, Illinois or California, states in which most of the recording studios are located. Two possible causes for such action were cited.

One deals with single-performance recordings, which Petrillo publicly admitted do not harm union musicians. These are comparable to network broadcasts in that both constitute musical performances from a single studio for broadcast in a number of cities, the recorders claim, and to permit the transmission of such programs by wire while refusing permission to trans-
British Can Show Us How to Use Discs

'We Might Emulate Delayed Broadcast Technique'

By MARTIN CODEL

LONDON—Apart from the superlatively public British Broadcasting Corp. is doing in using radio as a vital instrument of psychological warfare, notably with its multi-wave and multi-ling ual broadcasts to Continental Europe and the rest of the world, there’s one other phase of its broadcast operations from which our American industry—notably the networks—can learn a lot. Actually, it is just about the only feature of BBC’s domestic broadcast operations worth our emulating, and even then it should be done only to limited extent.

That is the proper use of recorded, or delayed broadcasts.

Unhampered by the self-imposed prohibition against anything but “live” broadcasts, which fortunately most American broadcasting stations do not share with the networks, BBC as a regular practice carries transcriptions over its networks of particularly noteworthy performances worth repeating. In the case of important speeches excepts thereof, from selected American shortwave pickups, of voices otherwise unreachable such as that of a field commander in Libya, of greetings from soldiers in far-away places which can be reached at reasonable hours by sound truck crews but not by landlines.

The “Brains Trust”

Possibly the BBC overdoes its recorded broadcasts, which during some broadcast days seem to be the rule rather than the exception over its two networks. But its use of transcribed material, often dictated by censorship requirements, and against which it has no policy prescription whatsoever, sometimes proves that our networks’ present absolute rule against it is poor broadcasting.

Take BBC’s “Brains Trust” program, for example. It is a counterpart, highly popular here but on a somewhat higher intellectual plane, of our Information Please. It is broadcast Tuesday nights on one network, then repeated from the recording the following Sunday afternoon on another so that those who missed it the first time have a chance to hear it later. In all fairness, it must be noted that the “Brains Trust” panel, comprising noted savants headed by the omniscient university professor Dr. C. E. M. Joad, who possesses a happy mixture of John Searle knowledge and Clifton Fadiman’s wit (and notes), actually does its initial show on a transcription.

The panel and its guests meet Tuesday days at noon on the Dorchester, warms up with animated conversation, then goes before the microphone. It also permits editing and repetition not only twice on BBC’s networks but also on the overseas shortwave services.

Just as Good

No appreciable sound quality is lost in the transcribing; the show is every bit as good as it would be live.

To all intents and purposes, they are actually broadcasting live—but their discussions, all ad lib, are really recorded for the 40-minute broadcast that evening. This procedure is followed, I was told, for security reasons, based on the fear that someone on the panel might inadvertently let lose a remark that might aid the enemy.

Now of course, our networks wouldn’t think of doing such a thing in advertising. But I think it’s a safe bet they’d do so as regular practice. But take another more striking example: The transcribing of important speeches.

BBC will not ordinarily disrupt its fixed schedules for a pickup from a convention during an afternoon of a news by an important public figure, such as a labor leader. Instead, it will dispatch a crew with sound apparatus to the convention hall, transcribe the speech in full, edit out the duller sections, then broadcast the highlights on the evening schedule—often as a “postscript” to the 9 p.m. news period, to which just about everyone in England habitually listens. The next day’s paper will read a “lead” summarizing the speech and stating the occasion of its delivery and then he will tell the audience that it will next hear, in Mr. So-and-So’s own recorded voice, the highlights of his speech.

The “quotes” are much like those a newspaper story might excerpt; the speech is fully reported to an audience much larger than it can listen to, and its actual time of delivery; the listener gets the “feel” of it from the man’s own voice; and the talk can be held to the length it really deserves.

This is not done, of course, with transcendently important speeches such as those which might be made by the King or by Prime Minister Churchill, for whom all time is cleared just as it is at home for President Roosevelt. But even their full or excerpted speeches may be repeated from records during the postscript period, giving the nation a chance to hear what the inevitably smaller day audience heard. As a matter of fact, I have seen only excerpted “voice quotes” of President Roosevelt’s last speech (Oct. 12) was thus carried.

Better Audience Interest

Why shouldn’t the same thing be done with many of the speeches our networks see fit to go to vast expense to cover on the scene—speeches by Senators or Congressmen or labor leaders for whom the networks may think they are beholden to clear time but whose reading material is tossed around dust more often than not. It would make for better program balance, and, from the speaker’s point of view, a larger and more receptive audience if evaluated for space and then cut and interpolated into or tagged onto fixed news periods.

Few people read full texts of speeches in newspapers; fewer still, if the speeches are anything like some of the House and Senate talks are any criterion, want to hear most of them on the radio.

Our networks spend enormous sums, let alone energy, to string landlines to remote places to pick up a broadcast from, say, the Pyrenees.

(Continued on page 50)

Martin Codel Broadcasts His London Impressions . . .

BOB TROUT and I were walking along the Thames Embankment the other day, chatting about the London sights and about this and that. All unwarne, while nearing the House of Parliament, we got to talking about its impressions of life in the British capital and also to discuss the activities of American radio reporters abroad.

Actually, that isn’t so. These people, on their crowded little island no bigger than my native State of Minnesota, want and need privacy, and they assume the visitor wants it, too. But today, possibly because there are so many Americans and Canadians here—possibly stimulated also by the common denominator—they’re just as easy to talk to as our own folks back home, and I think even more friendly. That’s so whether you meet them in their homes, on trains, on buses, at cocktail parties, even at manor houses—so I found.

Troops Behave Well

They’re really swell people and, thanks partly at least to the wonder- ful way our many troops have comported themselves here so far, they seem to think we are too.

There’s been no need in this wartime attitude—I don’t profess to know. But how can one help but respect people who’ve shown the guts these people have. They’re still quick to see the hand of fate, but they consider the feminine element is recognized and even honored, not just as a guide might point out Roman ruins to a tourist. They seldom speak of their soldier or sailor kin—and they all have them—who may be in the thick of the fighting and from

Page 10 • October 19, 1942

BROADCASTING • Broadcast Advertising
WSIX, now operating with 5000 Watts, covers 107,100 Radio Homes in Tennessee and Kentucky with a Primary Signal.

0.5 MV/M and 0.1 MV/M measured by Ring and Clark, Radio Engineers, July, 1942.

National Representatives
SPOT SALES, INC.
New York  Chicago  San Francisco
Co-op Claim Stirs Senate Probe Plea

Norris Asks Inquiry Of Broadcasters, FCC Powers

By RALPH G. TUCHMAN

RESOLUTION introduced last Thursday by Senator Norris (Ind.-Neb.), asking Senate inquiry into refusal of networks to sell time to the Cooperative League of America, brought into the open the whole problem of radio's right to decide who shall use its facilities along with possible amending of the 1934 Communications Act.

The action followed complaints made by the League following refusal of NBC and CBS to sell time for sponsorship of a program titled "Let's Get Together, Neighbors." The proposed inquiry (S. Res. 305) was promptly attacked by Neville Miller, NAB president, as "one of the gravest threats to freedom of speech in recent years".

Action by League

Action results from a resolution formally adopted by the Cooperative League of America at its annual meeting in Congress. The league contends that NBC and CBS discriminated against it by denying it the opportunity to purchase radio time.

The Norris resolution, which was directed to the Interstate Commerce Commission, calls for a careful study of all the facts, and hearing if necessary, from the networks involved, the Cooperative League, the FCC, the Dept. of Justice and all other Government agencies, groups or persons.

The amendment to the resolution, which was introduced by Mr. Close, would make the report of the commission available to the Senate and House of Representatives.

Furthermore the resolution suggests the study of a possible need for amendment of the Federal Communications Act, 1934, which would either empower the FCC to prevent such discrimination or grant the Commission further authority by "restricting or affecting the power of said broadcasting companies".

In discussion which preceded the proposal of the resolution, Sen. Norris quoted a letter from John Carson, formerly secretary of the late Senator Houen and clerk of the Interstate Commerce Committee which drafted the Communications Act; Act, and now Washington representative of the League.

Quoting from the letter, Sen. Norris said, "This is not a matter which concerns the cooperative league only. It is a matter of vital importance to every radio listener to the entire public health and we (the league) sincerely believe to radio companies, particularly to the independent broadcasting companies." Further, the letter explained the league seeks "constructive inquiry" on behalf of an organization which Carson estimates as representative of 6,000,000 to 9,000,000 people.

In the statement issued by Neville Miller shortly after the announcement of the resolution he said, such an inquiry if carried out by the Senate would determine whether a Government agency should decide what the people of America should hear would be welcomed by the "advocates of bureaucratic control both radio and press" who would "urge the enactment of a law which would put an end to the American System of Broadcasting.'

Miller Comments

In commenting on the circumstances of the case, Mr. Miller pointed out that the networks were in conformity with the NAB's Code of Program Standards by refusing "to sell time to a consumer organization to discuss the philosophy of a cooperative movement—a controversial public issue."

Distinguishing between this practice and actual advertising, Mr. Miller pointed out that consumer groups determine the time and are willing to pay for it. In this case, the League's program series was promptly endorsed by NBC and WJW, saying that the material had been studied and the conclusion reached that the organization's primary purpose was the promotion of new memberships. Then it pointed out the networks' policy against commercial broadcasts which solicit or promote membership with the exception of the Red Cross during the annual "March of Dimes" campaign.

CBS Position

CBS offered no written refusal but explained its rejection of the program series for WCCO and WJSV in the light of its controversial character. In a statement to the trade, CBS later explained that the League's program would promote "a fundamental change in the present system of marketing". At the same time CBS emphasized that it would accept a program from a cooperative store which advertised its goods for sale.

The CBS policy is well known and was adopted by the NAB for incorporation into the NAB Code in 1939. Under its policy it is made available on a sustaining basis for programs of a public controversy nature and attempts to allot time fairly between contending viewpoints.

Senator Norris admitted "the subject matter may be controversial" but contended that there was no objection.

Originally the program had been scheduled to start Oct. 11 on 30 stations and was postponed by the League pending Federal investigation of the networks' refusal. The network stations involved in the controversy are KDKA, Pittsburgh, owned and operated by Westinghouse, an NFC affiliate; WTAM, Cleveland, owned and operated by NBC; WJSV, Washington, and WCCO, Minneapolis, both CBS M & O stations.

The League's decision to postpone the series resulted from a letter dated Sept. 29 from NBC canceling the sale of network time to WTAM, saying that the material had been studied and the conclusion reached that the organization's primary purpose was the promotion of new memberships. Then it pointed out the networks' policy against any commercial broadcasts which solicit or promote membership with the exception of the Red Cross during the annual "March of Dimes" campaign.

The radio "sales meeting of the air," to be heard Monday, Oct. 19, 4:30-5 p.m., and not in November, as previously reported in Broadcasting, will take place.

The Norris resolution is now entitled "Was Right."

It will reveal to blue listeners, including Libby salesman and dealers, a campaign designed to help the housewife plan a balanced and appetizing diet despite wartime shortages. Music will be supplied by the Rex Markham Band. A Program will originate in Blue's Chicago studios. J. Walter Thompson Co., Chicago, is agency.

Trammell Named

NILES TRAMMELL, president of NBC, has accepted an invitation to become a member of the Sponsors' Committee of the United Church of Canvass, an organization composed of leaders in advertising, radio and public relations, as well as religious leaders, who are devising a program to focus the attention of the nation upon which it rests.

Mr. Trammell will be chairman of the Radio Committee and will assist in plans for programs during the two periods set aside by the United Church to urge men and women to renew their allegiance to the cause of their choice, Nov. 15 to Dec. 6 and Feb. 21 to March 14.

Garland to Enter Army

DAVID S. GARLAND has resigned as director of sales promotion for WEI and CBS in Boston to enter the Army under the Voluntary Officer Candidate S-A Plan. He reports to Fort Devens, Mass., Oct. 19. Garland has been on the staff of WEEI since Feb. 1941. Prior to that time, he had worked in the magazine and advertising fields 19 years.

'Petrilloclay'

THE Philadelphia Inquirer, most militant of the local newspapers in attacking James C. Petrillo, chief of the AFM, has coined a new word. In editorially attacking the union chief for banning transcribed broadcasts, forcing the war savings staff of the Treasury to abandon a special music program, the Inquirer is interfering with a similar project for the benefit of the USO, the newspaper declared, such actions as "Petrilloclay".

Page 12 • October 19, 1942

LIBBY'S NEW PLAN

Consumers to Be Let In on Radio Convention

ADVERTISING plans of Libby, McNeil & Libby, Chicago, normally of interest to the trade only, will be dramatized for consumer listeners in a special broadcast by BLUE presented by the latter, in lieu of its annual convention [Broadcasting, Oct. 12].

The radio "sales meeting of the air," to be heard Monday, Oct. 19, 4:30-5 p.m., and not in November, as previously reported in Broadcasting, will take

Page 12
THE 920 Club program of WORL presents one of the most unusual situations in broadcasting. Where else in the country can you find a daytime station without network affiliations that ranks 2nd and 3rd among seven Boston outlets at specific periods during the day... climaxed by 22% of the audience (4 p.m. to 4:30 p.m.) according to the C. E. Hooper Winter and Spring Survey, December through April, 1941-1942.

THE abnormally low cost of WORL makes it one of the best radio buys in America. If you want to cover the Boston market, a multiplicity of spots will give you dominance at an extremely moderate expenditure.

NATIONAL and local advertisers have found that it can do the job single-handed... and we have the evidence to prove it.
Rosel Hyde Named To FCC Law Post

Mr. Hyde

week the FCC had announced promotion of Charles R. Denny, assistant general counsel of the FCC attorney as assistant general counsel in charge of broadcasting. He fills the vacancy created by the resignation of Lucien A. Hilmer, who on Oct. 1 joined the staff of the Board of Military Affairs by transfer.

Vacancy Remains

A vacancy still exists in Mr. Denny's former post of senior assistant counsel. The report is current that Nathan David, FCC principal attorney, now in charge of legal war activities and a former assistant to Mr. Denny, is in line for Mr. Denny's post. Mr. Denny also was named chairman of the Law Committee of the Board of War Communications, a post Maj. Taylor also had occupied.

Mr. Hyde has been closely identified with legal aspects of broadcasting since he joined the legal staff of the former Radio Commission in July, 1938. Mr. Hyde was born in Idaho in 1906 and educated in its public schools, Utah Agricultural College and George Washington U Law School. He is married and has three children.

Blue Script Change

UNDER the direction of Dorothy Kemble, BLUE continuity window editor, a new script routing division will handle the receipt and distribution of scripts for BLUE and local sustaining shows, previously a function of the program department, and network, local and spot commercial shows, with records of transcribed programs, previously a sales service function.

Factory Sponsors

IN AN EFFORT to help relieve the labor shortage in war industries of Northern New Jersey, through appealing to women to seek employment, several leading manufacturers in the area are sponsoring a six-week half-hour program on WPAT, Paterson, named North Jersey Women at War. Available jobs, and employment requirements at the sponsor's factories are listed during the program, which features an employment counselor, who serves as a go-between for station and industries involved. Business was placed direct. Starting Oct. 19, series is aired at 10 a.m.

Plough News on Coast

PLough Inc., Memphis (Pentro, St. Joseph, Mo.), on Oct. 5 started for 26 weeks sponsoring the five-weekly commentary, Fulton Lewis, Jr., on 23 West Coast Don Lee stations, Monday, Thursday, Friday, 4-4:15 p.m. (PWT). Lake-Spiro-Sharman, Memphis, has the account.

SANDERS DEFEATED IN LOUISIANA VOTE

PENDING Legislation Not To Be Affected by Loss of Seat

DEFEAT of Rep. Jared Y. Sanders Jr., author of the bill to rewrite the Communications Act, in the Louisiana run-off elections last week will not affect the status of the pending legislation, it was stated by members of the House Interstate & Foreign Commerce Committee where the measure now resides.

Mr. Sanders, by a narrow margin, was defeated in the run-off by James H. Morrison, one-time candidate for Governor. Neither had procured the necessary majority in the recent Democratic primaries and the run-off was necessary. The Democratic nomination is tantamount to election.

Radio Drive Expanded

By Schaeffer Brewery

F. & M. SCHAFFER BREWING Co., Brooklyn, which has been confining its radio advertising almost exclusively to a musical program on WEAF, New York, for the past four or five years, has expanded to four additional New York stations, using heavy news schedules.

Continuing the thrice-weekly Schaeffer King on WEAF, the beer company has added a thrice-weekly five-minute period on that station, featuring newscasts by Bill Hirt. Six weekly newscast participations have been placed on WJZ, following a news spot on Breakfast in Bedlam. Schaeffer has also taken over thrice-weekly quarter-hour AP news programs by Alois Havilla on WOR, in addition to five participations weekly on Newsreel of the Air on WNN.
LOTS OF STATIONS ARE ABLE TO PUT OUT A GLAMOROUS LINE OF ADVERTISING — BUT THE BEAUTY WITH KEX IS THAT IT’S MORE THAN SKIN DEEP! THIS STATION DOES A SOLID JOB, ALL THE WAY THROUGH.

HERE I AM AGAIN FOLKS! NOT ONLY READY, BUT ANXIOUS TO TELL YOU WHY RADIO STATION KEX IS THE INEVITABLE CHOICE IN PORTLAND, OREGON! LISTEN—

IF YOUR CLIENT IS IN THE MARKET FOR A LIVE-TALENT SHOW WITH AN ESTABLISHED AUDIENCE — KEX CAN PROVIDE THAT, TOO! KEX POINTS TO A LONG LIST OF SUCCESSFUL SHOWS — FEEDS ONE OF THE MOST SUCCESSFUL SPONSORED SHOWS ON THE COAST TO THE BLUE NETWORK.

KEX LEADS IN NEWSCASTING IN PORTLAND, WITH ALL THREE SERVICES — ASSOCIATED PRESS, INTERNATIONAL NEWS AND UNITED PRESS — AND SUCH PERSONALITIES AS JAMES ABBE, FRANK HEMINGWAY AN’ DON KNEASS!

WOW! WHAT A PROGRAM SCHEDULE KEX WILL CARRY THIS FALL AS AN OUTLET FOR THE BLUE! JACK BENNY... QUIZ KIDS... RAYMOND GRAM SWING... DOROTHY THOMPSON... DUFFY’S TAVERN... SPOTLIGHT BANDS... EARL GODWIN... TRUE AN’ FALSE... AND MANY, MANY OTHERS!

I SUGGEST THAT YOU SIT RIGHT DOWN AND DICTATE A TELEGRAM TO KEX ASKING FOR IMMEDIATE AVAILABILITIES — BETTER YET, PICK UP YOUR PHONE AN’ CALL THE NEAREST PAUL H. RAYMER OFFICE!
Industry Leaders Are Named As OWI Regional Consultants

Will Report to William B. Lewis in Clearance Of All Government War Effort Broadcasts

IN LINE with its plan of introducing practical operating methods and policies in the clearance and coordination of all war effort Government programs, the Radio Bureau of the Office of War Information last Friday announced appointment of 17 well-known broadcast executives as OWI regional consultants.

To serve without compensation, these broadcasters will be field advisers of the Bureau, reporting to its chief, William B. Lewis, formerly chief consultant in charge of broadcasts of CBS. They will work with stations and OWI branch offices in their various regions and also will coordinate their activities with the existing OWI Station Advisory Board.

List of Consultants

The new regional consultants are:

Herbert L. Peteye, WHN, New York; Lt. Leon Levy, WCAU, Philadelphia; G. Richard Shafer, WIS, Columbia, S. C.; Thad Holt, WAPI, Birmingham; Truman Ward, WLAC, Nashville; H. K. Carpenter, WHK-WCLE, Cleveland; Leo Fitzpatrick, WJR, Detroit; Glenn Snyder, WLS, Chicago; Merle Jones, KMOX, St. Louis; Kenneth M. Hance, KSTP, St. Paul; William Gainespie, KTUL, Tulsa; Martin Campbell, WPAA-WBAP, Dallas-Fort Worth; Robert Hudson, Rocky Mountain Radio Council; Lincoln Delar, KSFO, San Francisco; Richard F. Connor, Southern California Broadcasters Association; Harold Fellows, WEOL, Boston; Sheldon F. Sackett, KVAN, Vancouver.

Carl Haverlin, vice-president of BMI in charge of station relations, recently appointed headquarters consultant on industry relations to OWI, assisted Mr. Lewis in the new station plan, as did Lt. Levy, who has been on special consulting duty at OWI from his regular assignment in the Navy public relations office in Philadelphia.

Two highlights of the plan, it was stated, are proposals for consolidation of all spot announcements emanating from the Government and, second, a new scheduling plan for all Government transmissions.

The plan will be explained in detail to the industry by Mr. Haverlin at the NAB district meetings, which open in Philadelphia Oct. 9 and which will be carried through Dec. 10, spanning the country. Mr. Haverlin will meet with the Radio Bureau consultants, OWI field representatives and war program managers from stations throughout the country, outlining the plan and how it affects coordination in individual stations.

After the 17 consultants have discussed the plan with Mr. Haverlin, OWI stated, they will be asked personally to present the plan to all station operators in their regions. The consultants will, at that time, compile information necessary to operation of the plan, noting suggestions or objections and securing final ratification of it from all stations.

Late in December, the regional consultants will attend a three-day meeting in Washington with the Radio Bureau officials and OWI regional men, for a discussion of the complete OWI operation. It is intended at that time, said the announcement, to disclose final details of the plan and its initiation the first of the year.

Members of the Station Advisory Board are:

Neville Miller, president, NAB; John Shepard 3d, president, Yankee Network; James D. Shouse, W.LW-WSAI, Cincinnati; George B. Storer, president, Fort Industry Co.; O. L. Taylor, KGNC, Amarillo; Eugene Pulliam, WIRE, Indianapolis; John E. Petzer, WKZO, Kalamazoo.

through the efforts of WWJ, Detroit, and Sam's Cut Rate Inc., Detroit department store, Detroiters will enjoy broadcasts of 21 concerts by the Detroit Orchestra this season. Picture shows principals in the deal just after negotiations had been completed (1 to r): Harry Bannister, manager of WWJ; Max Omos, president of Sam's; Victor Kolar, conductor of the Detroit Orchestra; Herman Omos, vice-president of Sam's; Jack Parentz, president of the Detroit chapter, AFM; and Jack Killman, assistant to the president of Sam's.

Jason Joins

LATEST recruit from the ranks of NBC, Hollywood, to be induced into the Army at Fort MacArthur, Cal., in mid-October, entered his particular division with special permission of Sidney N. Stroitz, NBC Western division vice-president. Not that he intends to less than 100% perfect physical specimen, nor that his intelligence was questioned. Just a matter of Army regulations.

And to keep the record straight, that division is: "Can't thin him out; give him to the Government, a two-year-old boxer pup and mascot of NBC, Hollywood. Owner Stroitz gave the necessary consent.

Philco on Full Network With CBS War Dramas

PHILCO RADIO & TELEVISION Corp., Philadelphia, on Oct. 16 became the 16th CBS sponsor to use the full network on the network's 10% discount plan, when it started Our Secret Weapon with Rex Stout on 110 stations. Hereafter will be heard on a sustaining basis Sunday evenings, the CBS dramatic program has been shifted to Fridays in the 7:15-7:30 p.m. spot, with a repeat at 11:15 p.m.

Mr. Stout, author and chairman of the Writers' War Board, wrote the program's "lie detective" as he exposes the fallacies of Nazi propaganda, assisted by Bob Trout, CBS correspondent. The program is sponsored by Philco, which is sponsoring the series on an institutional basis, is Sayre M., Ramsdell Associate, Philadelphia.

Kirkman Change

KIRKMAN & SON, Brooklyn, a division of Colgate-Palmolive-Perot Co., Jersey City, has appointed Newell-Emmett Co., New York, to handle its advertising through Dec. 1. The company, which manufactures soap products, is currently using CBS You Top Radio Program Tuesday evenings at 8:30 on WOR, New York, in addition to some spot radio. That show is also sponsored by C-P-P on NBC, through the Ted Bates Inc., New York. The newly-appointed agency for Kirkman has not yet announced plans for the account, and will not do so until after the appointment becomes effective. N. W. Ayer & Son, New York, is the former agency for Kirkman, but is understood to have resigned the account [BROADCASTING, Sept. 21].

Prager Promoted

BERT PRAGER, talent buyer of Benton & Bowles, New York, and previously in the agency's commercial department, joins Donahue & Co., New York in the newly-created position of radio director, effective Oct. 19. Prager will have complete supervision of talent buying, creating and producing of radio programs, and spot announcements for the agency's accounts.

Libraries Flourish Despite AFM Ban

RESERVES of Music Stored Up; Other Backgrounds Used

DESPITE the Petrillo ban on recorded music since Aug. 1, the transcription library business is not only continuing but flourishing, according to reports made to BROADCASTING last week by several New York transcription companies, which stated that new and renewal contracts had been signed for as many stations as usual and with no diminution in volume attributable to the stand taken by the musicians' union.

From the date of Petrillo's speech to the AFM convention last June, announcing his intention to withdraw all AFM members from the employment of recording companies, until the ban actually became effective, recording companies worked long and hard to store up a reservoir of transcription recordings so that stations largely dependent on recordings for their musical programs might not be immediately affected by the AFM action.

Other Backgrounds

In addition, since Aug. 1 this backlog of transcriptions has been augmented by records performed by harmonicas groups, choruses singing a capella and other musical combinations which do not come under the AFM ban.

While refusing to divulge future plans, executives of the companies indicated that their willingness to sign new contracts at this time is evidence of their intention to make every effort to continue to supply library service to their station subscribers.

NBC's Radio-Recording Division announced new contracts for its Thesaurus service with WJLB, Detroit; WSB, Atlanta; WHBC, CKWS, WLAW, KBWD, CHOV, CMCF, WMAL, KWLK, KMCJ, K49K and renewals from 57 stations.

BROADCASTING System's new library subscribers include: WMBR, WJBC, WCAU, WIRE, KOAM, WSAP, W7SNY, KTUL, WDAE, WOWO-WQL, WSBA, WGBI, KRDW. The company also reported numerous renewals from existing clients.

New contracts for the library service of Associated Music Publishers have recently been signed by the company with WCPO, XEQ, WJWC, KHQ, WSBA, WALB, in addition to numerous renewals.

Cudahy Change

CUDAHY PACKING Co., (Old Dutch Cleanser) on Oct. 19 shifted Helpmate, daytime serial, on NBC, from New York to Chicago. The new cast will include Fern Persons, John Larkin and Beryl Vaugh, Frank and Doris Hursley will write the picture to while Lloyd G. Harris will direct. Grant Adv., Chicago is agency.

Page 16 • October 19, 1942 BROADCASTING • Broadcast Advertising
There's not another like it!

Little by little, this colossal group of figures was hewn from the solid rock of Mount Rushmore, South Dakota. The combination of patience and unceasing labor brought about the creation of an unduplicated work of art.

Little by little, over a period of 17 years, more and more people in Southern New England have formed the habit of listening regularly to WTIC. And, when we realize that these same listeners can claim a 12.9% greater radio ownership and a 50.8% higher effective buying income than the national average, small wonder that we say

THERE'S NOT ANOTHER LIKE IT!

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
BARTENDER'S APRON, prop figuring in Duffy's Tavern, gets another signature on the occasion of the program's debut on BLUE Oct. 6 for Britton-Mayer Co. (Mint, Bob, Sal Hepatica). Adding his autograph to the scrolls of guest stars who appeared on the show on CBS last year for General Foods, is Joseph Allen, advertising manager of the new sponsor. Observing the procedure are: Edgar Kobak, executive vice-president of BLUE (right), and Ed "Archie" Gardner, "bartender" of the Tavern. Young & Rubicam, New York, is agency.

Impressions from London
(Continued from page 10)

whom, the wartime mail service being what it is, they may not have heard for months on end, or even years.

Always Aware

Yet you know, despite their reticence and despite the present hull, that they are constantly conscious of the war. How can they help but be, with their complete blackouts ... with town and countryside bristling with soldiers and military emplacements ... with two out of every three of them engaged in war work ... with private autos entirely banned ... with their so-called austerity diet ... with rationing of just about every necessity ... with newspapers down to only 4 or at most 10 pages ... with such commonplaces (to us) as orange juice and eggs for breakfast, lemons for cocktails, roast and steaks for dinner, just about unobtainable. But it's amazing how quickly and how cheerfully you become accustomed to these things. We've seen nothing yet at home, compared to what these people have faced and are facing in the way of everyday deprivations or curtailments. Yet the austerity program allows enough necessities for everybody—no one can possibly go hungry and I'm told the health of the British is better than it ever was.

Never a squawk do you hear, for example, in a restaurant, when a dinky portion from an abbreviated menu is served; and you take it for granted when, at maybe 1:30 in the afternoon, the menu is abbreviated still further; or, if you've come late for lunch or dinner, as I often have, the proprietor or head waiter says, "Sorry, closed now, no more servings, no more food supply."

My own job here has been to study Anglo-American radio relations, which are growing in importance and which will continue to be important after the war is won. There isn't much I can report as yet about my observations, which I hope will be of some help later to our broadcasting industry. That radio is playing an enormous role in this war, doing secret things you and I as listeners seldom hear about—like the aircraft radio locator—goes without saying.

I can say this, though, that the British Broadcasting Corp. people, running a much different system from ours, surely have a wholesome respect for our broadcasting system and radio methods. They are constantly sending men over to America on radio missions: Sir Cecil Graves, joint BBC director-general, and Noel Newsome, operations chief of BBC's European Service, have just returned from official missions to our country. BBC maintains offices in New York, Washington and elsewhere in the United States and Canada to take advantage of what we have to offer. And some of the most popular programs on BBC are rebroadcasts, usually via recordings, of some of our own favorites back home.

World Series, Too

In their European Service broadcasts, which are aimed at that beleaguered continent and which consist mostly of news, and in their Overseas Service broadcasts via shortwaves to the rest of the world, they are doing a magnificent job from here, and they have lots to teach us. The European Service news, incidentally, is carried in more than a score of languages on long and medium and shortwaves, and includes some periods prepared by our Office of War Information and relayed voice from New York. It is noteworthy for its absolute integrity—especially by contrast with the drivel outpourings of misinformation and abuse from Herr Goebbels' vast network of transmitters all over Europe, including that truckling but much-quoted Vichy Radio.

And BBC officials want to cooperate with our forces in giving our boys in the camps the kind of programs they want to hear. So they regularly put on Jack Benny or Bob Hope from transcriptions, Bing Crosby on recordings, nightly American sports reviews, and other American-made shows, like the Army's Command Performance, some of them to the delight of their own audience. They are even broadcasting, starting tomorrow, a daily report of the world series immediately after each game, which the Americans here will certainly welcome.

Brewster Morgan on Job

Our people still have a lot to do, however, toward getting more of the American radio programs our boys want on the air over here—and they're one of the jobs Brewster Morgan, the well-known radio producer who has just come over here to head OWI's radio, has plunged into. Shortwave reception is poor here, there aren't many shortwave sets in the camps anyhow ... and obviously the BBC cannot be expected to turn over its whole system to the kind of programs an American boy would want to hear during their leisure hours.

As for the American radio reporters here, they're doing a great job, and they stand just as high as our fine corps of newspaper correspondents. Ed Murrow and John MacVane, Bob Trout and Charlie Collinsworth, John Steele and Arthur Mann, all are well recognized as important interpreters of the war scene here. Stanley Richardson, former AP foreign correspondent recently with the radio section of our Office of Censorship in Washington, arrived last week to become NBC's London office manager, and Arthur Berkeley in Berlin for NBC, is taking over for Bob St. John here.

The prestige of our foreign radio correspondents may be gauged somewhat also by the splendid books they have turned out: Bob St. John's Land of the Silent People, Harry Flannery's Assignment to Berlin, Ed Murrow's This is London, Bill Shirer's Berlin Diary—and, most recent and a very excellent job, Last Train From Berlin, by Howard Smith, of New Orleans, who is now in Switzerland for CBS.

Reporters Needed

Here in London we also have Columbia's own Com. Harry Butcher, who took leave not so long ago as CBS Washington vice-president, to fill the important post of naval aide (and, incidentally, unofficial radio advisor) to Gen. Ike Eisenhower, our commanding officer for the European theater. I have wondered why BBC didn't send over to America a few British radio reporters to do the same kind of Transatlantic job for its network that ours are doing. I in-

(Continued on page 43)
Late in July, Tom Breneman, MC of "Breakfast at Sardi's," announced his 9:30 A.M. show would be presented from San Francisco, for one week. He invited his listeners to write KGO for tickets. What happened! KGO's phones were jammed five minutes after the announcement. Two extra girls were hired to handle the mail. And, when the storm subsided, requests for 20,167 tickets had been received. The final show was put on before 13,087 guests in the S. F. Auditorium.

1856 World War Atlas' sold by a few
30 second announcements

Here's a test which was made against the toughest kind of competition. A World War Atlas was offered at 25¢ per copy on a KGO news show. This offer competed with the second highest ranking news program in this area. With just 22 thirty-second announcements, 1856 copies of the Atlas were sold. And, this new KGO news program, at the time, hadn't been on long enough to establish a Hooper rating. You’ll find, on investigation, many good news buys on the new KGO.

Investigate the new KGO
... the action station in San Francisco

There's other evidence of the new KGO's pulling power, too. For instance, KGO has sold this year more locally-produced 1/2-hour shows than any other San Francisco station... Local and spot sales are each month 30% to 60% ahead of last year. And with the new Fall Blue Network schedule even greater things are in the offing! Keep posted on the new KGO... the action station in the great San Francisco-Oakland market.

Blue Network Key Station for Northern California

Represented Nationally by Blue Spot Sales Offices

NEW YORK - CHICAGO - DETROIT - HOLLYWOOD - SAN FRANCISCO

810 KCYLS - 7500 WATTS
Fizz Quiz Makes Sales Whiz!

So everything is Hooper-dooper with Alka-Seltzer and the BLUE
Prof. Kelly: Kids, meet Statistic, who wants to ask you some questions.

Quiz Kids: Ixnay. That's not in our contract. Fifty-two Sundays a year, over 66 Blue Network Stations, we answer everything from the Sphinx's riddle to a sponsor's prayer. Today, we do the asking!

Dick: And I'll start. Statistic, who's your old man?

Statistic: My paternal parent is Dr. C. E. Hooper—than which no Statistic could have a better.

Jack: You mean the man with all the swell phone numbers?

Statistic: Accurately speaking, my young savant, Dr. Hooper's telephone numbers are typical rather than swell. They're the numbers of regular, cross-section Americans—the millions who spend the billions. In the present case, Dr. Hooper's staff in 32 cities called 3,276 families who, in the preceding 11-month period, had already been contacted once—during the half-hour that Quiz Kids were on the air.

Margaret: And did we slay 'em!

Statistic: Yes, my modest miss, you did. Exactly 835 verified the fact that they listen to Quiz Kids. Only 476 verified that they don't listen to the program. That's 75% more verified listeners than verified non-listeners. (The balance, having stated on one call that they listened but on the other call that they did not listen, are unverified.)

Gerard: Here goes our neck out. What about the sordid, commercial side. I mean, how's the gate? Do our tuner-inners go for Alka-Seltzer?

Statistic: Do they! 21.1% of the listeners use Alka-Seltzer, as compared with 12.2% of the non-listeners.

Richard: So what's the final answer?

Statistic: Easy as rolling off a logarithm. Listeners to you and the BLUE use Alka-Seltzer 73% more than non-listeners. And that's a Hooper-dooper of a record!

P. S.: The BLUE is signing this advertisement. But we're not trying to hog the credit. The headwork was done by Alka-Seltzer and the Wade Advertising Agency. But don't forget, part of that headwork was the selection of the thrifty, efficient BLUE... the network that delivers your message in more homes per dollar than any other medium. Call in our representative and let him prove that fact in Blue and White.

Blue Network Company, A Radio Corporation of America Service

The Blue Network

"Keep 'Em Remembering"
HOW NINE CBS programs of the current group of 34 now using the full network work increased their ratings in ten cities tested by C. E. Hooper, the subject of a 10-page, tabloid brochure issued by CBS and titled "UP went their hands and UP went their ratings. The Hooper ratings were compiled a week before and a week after the full-network plan went into effect for the 9 programs. Ratings in the cities added to the programs were also higher than the national Hooper ratings for the same time period. Tests were conducted in Atlantic City; Anderson, S. C.; Augusta, Ga.; Erie; Mason City, Ia.; Montgomery, Ala.; Parkersburg, W. Va.; Quincy, III.; and Uniontown and Erie, Pa.

WSBA Promotion
FIRST month's promotional campaign for WSBA, new 1,000 watt regional in York, Pa., includes bus card announcements, 17 bus schedules, and movie trailers in seven local theaters. Ceramic ash trays have been given to a selected agency list and match books—complete with a microphone design on the cover, news schedule on the inside cover, and they are such a match will be widely distributed.

LIVE Turkey
LIVE TURKEYS greeted radio listeners on New York newspapers the morning of Oct. 8 to remind them that Abbott & Costello would start the new show on NBC that night. With the turkeys came a box of grain and a nice little note, "We'll give you enough corn to have this turkey fat by Thanksgiving"—signed by the comedians. The show is sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, for Camel's.

WTMJ In Movies
COLOR movies of WTMJ-W55M, Milwaukee, have been prepared by Wadhams-Division of the Scovil Vacuum Co., sponsor of Winnie's sports broadcasts over the station for the past 13 years. Narrated by Winnie, the film gives the complete story of the new radio center. It will be shown at dealer meetings of the sponsor throughout the Middle West, in tieing the firm's products.

Working With Drugists
MERCHANDISING sheet is distributed by WHO, Des Moines, to local druggists urging them to coordinate their sales efforts with the courtesy plugs used by the station to urge listeners to patronize their local druggists. Sheet previews the coming month's announcements, and urges stores to tie in displays and other promotions.

One-minute Transcriptions
Regional Advertisers are signing for a series of "one-minute" spot announcements produced by Harry A. Goodinna Co., New York transcription firm, and featuring: Joey Nash, singer and actor. Commercials are for the most part "tailor-made" for individual sponsors, with some adaptable for the insertion of live announcements at the point of broadcast.

Ad Council Names Eight To Board of Directors
INCREASED calls from Government departments on the Advertising Council for assistance have led to an increase in the size of the membership. Dr. Miller McClintock, executive director, who announced the following recently-elected directors: T. W. Waudbee, vice-president, R. H. Macy & Co.; Stuart Peabody, vice-president, Borden Co.; Vernon Beatty, advertising manager, Swift & Co.; Carleton Healy, advertising manager, Hiram Walker Inc.; Allen L. Billingsley, president, Fuller & Smith & Rose; Thomas D'A. Brophy, president, Kenyon & Eekhardt; Richard Compton, president, Compton Adv.; William Reydel, partner, Newell-Emmet Co.

The Council's expanding program, Dr. McClintock said, includes such new projects as Series A Bonds for the Treasury, meat rationing for O.P.A., fuel rationing for OWI, transportation conservation for ODT and the type-writer repurchase plan for WPB.

Farm Forum Tested
OPEN FORUM for farmers is a new type farm program with which the U.S. Dept. of Agriculture is experimenting on WSKB, McComb, Miss. Problems, achievements, failures, and plans of farmers are discussed. The weekly series is supplied by the counties in southwest Mississippi, the Farm Credit Assn., farm agents, A.A.A. committees of the counties and other agencies.

KELLY & YOUNG Radio Productions, New York, has taken over Sam Cuff's "Face of the War" previously handled by "XRC Radio Recording Transcriptions. Transcribed series has been sponsored on over 80 stations. Program is currently being considered by a national advertiser for use in several markets.
We can’t get materials to build enough of them. And those we have now are crowded with war calls.

So please do not make Long Distance calls to centers of war activity.

These girls are at battle stations on the telephone front. They have as much as they can do to get the war calls through.

BELL TELEPHONE SYSTEM  WAR CALLS COME FIRST
Men wanted for
the Signal Corps of
the U.S. Army

You can (1) serve your country, (2) learn the rapidly advancing science of electronics, (3) prepare yourself for a promising career after the war by joining "The Nerve Center of the Army" now.

Men are needed now to man America's electronic weapons.

This is a war of communications. "The message must get through!" Radio communication equipment and electronic devices known only to the men of the U.S. Signal Corps are fighting the war on world fronts.
Here is an outstanding opportunity for radio and communications men to do their part, and at the same time get the finest possible training in one of the brightest after-the-war industries.

The electronics field is still in its infancy. Ten years ago there were comparatively few electronic devices. Today there are more than a thousand kinds of electronic devices at work in factory, hospital, office, cotton mill, steel mill, the home and on the fighting front!

General Electric is a leader in electronic research. We are definitely interested in having available, when victory comes, trained men for the sales and service of future electronic devices. This is a highly specialized field, and good men will be in demand.

If you are now an expert in radio, or are ambitious and willing to learn at good pay, General Electric urges you to consider the Signal Corps now. The Signal Corps is also sponsoring courses in the fundamental theories of radio and electronics in many colleges and universities. ... Get in on the ground floor today!

For further information regarding enlistment, call at the nearest Army Recruiting and Induction Station. Or write to "The Commanding General" of the Service Command nearest you. For Civilian Training information, call at any office of the U. S. Civil Service or U. S. Employment Bureau.

GENERAL ELECTRIC

Leader in radio, television, and electronic equipment

This is a General Electric electronic radio tube. General Electric is building thousands and thousands of electronic tubes, of many sizes and styles, for use in Uncle Sam's radio communication equipment and electronic weapons.
OWINALLY scheduled to start on the BLUE Oct. 6, the series titled "Victory Hour," aimed at students in the classrooms, will start Oct. 20 in the Tuesday 2-3 p.m. spot on the BLUE [BROADCASTING, July 15]. High school principals and superintendents gathered in the studios of local BLUE affiliates Oct. 15 to hear a closed circuit presentation of the show, and speakers urging them to schedule the series as part of regular school schedules.

As the official program of the newly-formed High School Victory Corps and presented in cooperation with the War and Navy Depts., the Office of Education and the National Education Assns., the broadcasts will feature one service band each week, short dramatic sketches with a war effort theme, pickups from army camps and defense plants and guest stars. George V. Denny, Jr., moderator of the BLUE program America's Town Meeting of the Air, will serve as m.c.

Days of Yore

FLASH-BACKS from the memories of husband and wife are dramatized in Our Secret World, weekly program written, directed and produced on WOR, New York, by intrator, German refugee actress. Series centers around a pact made by a couple that whenever separated, each would set aside definite time each night to "talk" with the other. Their reminiscences are re-enacted with one of the other serving as narrator.

Entertaining Soldiers

SOLDIER'S enterainment wishes are granted on a new program sponsored by Public Service Co. of Colorado on KIZ, Denver. Show features all-soldier talent from nearby posts, and is climax'd by interviews with four or five soldiers who are granted any entertainment they ask for, with the sponsor footing the bill. Recently, for instance, a soldier got use of a bowling alley for himself and his pals for an afternoon.

High School Debate

HIGH SCHOOL students debate current topics on High School Forum, half-hour weekly program now entering its second year on WTOL, Toledo. Debates take place before live audiences in a vocational school auditorium, and are arranged by the Radio Education Department of the Toledo public schools.

WBYN News

CALL LETTERS of the station carrying the six-hour program We Bring You News every weekday are WBYN, Brooklyn, not WBNY as reported in the Oct. 12 issue of Broadcasting. The series, titled after the station's call letters, is so well received, according to William Norm, WBYN director, that the station may be made into the first all news radio station in the country. Heard from noon to 6 p.m. news every minute on the minute.

Dutch Role

AS PART OF a group of programs on WNYC, New York, bringing news of the United Nations, a series has been started by Henrik Willem Van Loon, author, on the role of the Netherlands in the war. Already in operation is a weekly broadcast on the activities of the Dutch Fighting French. Plans are under way to add programs representing other members of the United Nations.

Famous Women

THREE "famous women" of the world, and three "famous women" of the Cincinnati area who have been nominated by listeners of WCKY, Cincinnati, after a series underway on Olive Kackle's Famous Women program. Prize, a silver $1000 offerd for letters.

Recipes Minus Sugar

BEST RECIPE of the week containing sugar substitute wins a prize of $1.00 worth of War Stamps on Women in War, Denise Keller's weekly program on Tuesdays, 10:45 a.m. WICC, Bridgeport. Guest speakers are interviewed on the same program.

Hospitalized Soldiers

VISITs to a military hospital are featured on a twice monthly show on CHML, Hamilton, Ont. Program consists of a fast moving variety show presented as entertainment for bedridden soldiers, sailors and airmen.

German Interview

FAMOUS EUROPEAN personalities from music and drama circles are interviewed in a weekly German language series on WHOM, Jersey City.
Any way you look at it
KPO is the number 1 station
in San Francisco. KPO has more
power more top flight
programs (check Hooper and C.A.B.)
and more modern facilities
than any station in the rich
Northern California market.

All this means one thing to
advertisers—more sales!
Get the facts from any NBC spot
sales representative.
CHARLES PARKER has been transferred from the trans- rent of the AC & X of KOMA, Oklahoma City, and is asistant chief of the engineering staff. New engineers of KOMA. 25 recent vacancies filled by the Army are Danny Daniel and Dick Telius of KTKO, Oklahoma City, and Russ Piers is EDDIE OATES, assistant to the chief engineer of WINS, New York, left his station last week to enter the Army. IVAN WAYNE, technician of WFAA-WBP, Dallas-Fort Worth, and member of the Plinkmen Quartet, is the father of a girl born recently. RALPH WARD, control room en- gineer of WINS, New York, left his station last week to enter the Army. BILL NEILL, engineer of WFIL, Philadelphia, will report Oct. 30 for duty as a warrant officer in the Navy. CARL CHRISTIANSEN, technician of WABC, New York, recently was inducted into the Army. JACK QUINN, announcer-technician at KJBS, San Francisco, has resigned to join a Northwest station KGEE as engineer. IOMER POPE, operations engineer of KOMO-KIF, Seattle, was married Sept. 18 to Virginia Murray, station librarian. ARTHUR FULTON has joined Don Lee Broadcasting System, Hollywood, as sound engineer. He formerly operated his own transcription studio under the name of Fulton Sound Enterprises. CLYDE GREEN, of the engineering staff of WTCN, Minneapolis, has been transferred first lieutenant in the Army Air Corps. Jerry King-Ellis, also of WTCN, enlisted in the Navy as first class radio man. Newcomers to WTCN are Leo Aro, formerly with WMIN, St. Paul, and Harry Zezel, formerly of WDGY, Minneapolis. PHIL GREENSTONE, studio control engi- neer of WLFB, Brooklyn, leaves Sept. 23 for duty with the First Field Command of the Army Air Forces. MARTIN GABRIEL has joined WJW-WOL, Fort Wayne, as engineer. GIL JOHNSON, formerly control engi- neer of WEAN, Philadelphia, is now chief engineer at WFIC, Pawtucket, and Charles Hayman, formerly control engi- neer of WJW in Ohio, is supervisor of the control room staff. New men in the control room staff are Garry Lamm, Quincy, Ga., Bob Morgan, Georgia, the present chief of the control room staff in Quincy, Va. CLYDE MOSTELLER, WFAA, Dal- las, engineer, who resigned to head the radio section of a defense plant in the ninth month of his war service, has returned to WFAA. Bill Steele, Loop Wacker, Bill Ellis, Vernon Mal- lory, Jim Speak and Paul Bostaph have completed their training, and Jack Hopkins enlisted in the Army as a private. AL McDOELE, of the engineering staff of WBYG, Philadelphia, married Louise Grimes of New York City. HOWARD KAPLAN, engineer of WJW, Chicago, has joined the Army Air Corps. A CA PLANS COURSE FOR NEW ENGINEERS RESERVOIR of broadcast technicians is anticipated as a result of a recent training program by the American Communications Association, CIO affiliate, with broadcast engineering schools in AC & X of WJJD stations serving as instructors. Though plans are as yet incomplete, graduates are expected to be placed on a Union list, to be allo- cated to jobs when vacancies occur. Efforts will be made to have local station heads cooperate in a labor-industry plan which will af- ford practical training at regular studio control rooms and station engineering technicians as part of the school course. A syllabus is now being pre- pared to cover the requirements of the industry. Those interested should communicate with Association offices at 1626 Arch Street, Philadelphia.

THOMAS DOONAN, engineer of WHO, Des Moines, is foster-father of Sammy Davis, Jr. ART RYDBERG, transmitter engi- neer of WHO, Des Moines, has re- signed to work following hospitalization for surgery. JOSEPH MACKORA, engineer of WNBG, Hartford, is father of a girl. LEE STEVENS, control engineer of WCAJ, Grand Rapids, has completed a four-month course of receiver-in- spection training at RCA, Camden, N.J. Newcomers to RCA are Jack Greenstone, Chicago, as studio control engineer of WLIB, Brooklyn, is the father of a baby girl. EARL JAMES, field technician of the New York staff of the CBS to be inducted into the Army. ARTHUR ELKIN, engineer of NBC- Chicago, is father of a girl. HERB LEWIS, engineer of KQW, San Francisco, recently re- signed to teach radio construction and maintenance at the Gompers Trade School in San Francisco. JACK DUNCAN has joined the trans- mission staff of WAVE, Louisville, Ky., as radio-sound control engineer to replace Art Stevens who has enlisted in the Navy.

VETERAN WIRELESS GROUP MAKES ANNUAL AWARDS WINNERS of this year’s Marconi Memorial Scholarship, sponsored by Veteran Wireless Operators' Assn., in cooperation with Science and the American Institute of the City of New York, are Edward Lombard, of Syracuse, and John Raymond Mills, of Orange, Calif. Announcement of the winners of the nationwide competition was made last week by J. R. Popple, chief engineer of WOR, New York, and chairman of the scholarship committee of Veteran Wireless. Lombard wins a two-year course at Stevens Institute, while Miller re- ceives a one-year course in aviation radio at Midland Television & Ra- dio Schools, Kansas City.

New Kent Cooper Song KENT COOPER, song-writing gen- eral manager of the Associated Press, has resigned his post to compose the new song, "America Needs You," to the Girl Scouts, who will receive all accruing royalties. This is the second Cooper song to be published, the first being "Dirie Girl".

OCCASION FOR HANDSHAKE and smiles by George Jennings (Left), acting director of the Chicago Radio Council, and Ralph Atlas, president of WJJD-WIND, Chi- cago, Oct. 23, as part of 22 Zen- th all-wave radio by Mr. Atlas to 28 Chicago schools not radio equipped. A number of the In- dignants of the Chicago Radio Council are broadcast by WJJD-WIND.

FRISCO RADIO FRONT KQW Enlists New Advertisers To Reach War Workers WAR buying habits have converted San Francisco department stores to regular use of radio time instead of occasional brief campaigns. Now KQW, San Francisco, has already lined up four large department stores in a new participating production, San Francisco's Open Air, to reach this audience. Since these retail stores are open Thursday evenings to accommodate war workers, KQW decided on a musical spot to entertain them with guest singers and an m.c., Fred Briggs. Already four large retailers, The City of Paris Dry Goods Co., L. Magnin & Co., Ransohoff's, and Eagleston's have signed for par- ticipation for 13 weeks, as has Union Square Garage.

AVIATION FIRM ON COAST Solicits Labor by Radio ISSUING a call for skilled and unskilled workers, North Ameri- can Aviation Inc., Inglewood, Calif., on a week-to-week basis, is using a heavy schedule of spot announce- ments on six Los Angeles area sta- tions. List includes KHJ, KIEV, KFWB, KMPC, KFAS, and Ralph Jennings, president of the firm, said the school will probably train 15 to 20 men trained in radio for active Navy duty every three weeks.
The business we're talking about is bullets and bombs. It's bayonets and blockades. It's every way we know to pound a stubborn enemy into submission.

The enemy has the same idea. So we've got to work harder than we've ever worked before to stay in business.

We have a big advantage. We have more to do business with . . . more in right, more in the moral fibre of free enterprise.

Free Radio has proven itself a mighty force for victory. It shows every man how to do a war job. It educates him and cheers him up. It inspires him to pitch in and fight.

There's a lot more Free Radio does, too, and it all adds up to Business in Berlin.
CINCINNATI'S MOST FAMOUS AL BLAND

in

"Blandura's"

4 STRAIGHT YEARS FOR BOND CLOTHES!

ASSISTED BY

FRED BENNETT

FIFTY GRAND I
Popular Program!

WCKY Cincinnati

F. B. Wilson

CBS Power
Now Let's Go

BY A CONCLUSIVE 2-to-1 majority, the NAB board of directors has voted its approval of Neville Miller as its president and leader. The long-simmering issue of leadership was met squarely, after a compromise proposal for a reorganized executive structure had failed.

The board's action came by democratic vote in a Democracy. It reflects, in large measure, the conviction of Neville Miller, expressed through their duly elected directors. There has been no evidence that the industry as a whole has complained about Mr. Miller's stewardship since he became the industry's first paid president in 1938. The vote, so far as the NAB is concerned, settles the leadership fight that has been running for many months.

Mr. Miller has worked conscientiously and indefatigably during these last four arduous years—particularly tough for radio. There are those who have questioned his methods and views, but none his zeal, integrity, willingness or courage. He, like all men, has his shortcomings. The board is satisfied, however, that whatever these may be are overshadowed by his overall abilities and his record of accomplishment along lines heretofore directed by the board itself.

One of the unfortunate consequences of the internal discord is the formation of a competitive trade association, the American Broadcasters Assn., by those who are out of sympathy with Mr. Miller. This group can now be expected to proceed with its organization. All in radio would prefer a united industry under a single trade unit and single leadership. That, however, isn't preordained as things stand. But it still isn't impossible of accomplishment.

The NAB has been through organization crises before. In the past it has navigated in turbulent waters but has never foundered. It won't this time. Those who favored reorganization and were outvoted won't pick up their marbles and run. They'll stick and give their best in the interest of the industry, which is their own best interest.

There's too much to be done to continue this internal bickering. Radio's war job is too important. Its adversaries are many. There is the fundamental conflict in regulatory philosophies pertaining to radio—and that's really what this fight is all about. There are those on the FCC who want to regulate radio to the point of abject subservience, and much of it is being done right under our very noses. A new case in point posting this very issue is the Norris Resolution, striking at the fundamental freedom of the press to permit the judgment of government bureaucrats what the public should or should not hear.

A strong association must carry on the fight. It's a question fundamentally of interpretation of the radio laws. It's time for a new law— one that will tell the FCC it isn't its function to outlaw newspaper ownership of stations by fiat, or to dictate the terms of contracts between stations and networks, or to fish into program matters. That's the big job, lest we wake up some day and find the Government running radio from soup to nuts because the industry didn't have the spine or fortitude to fight back.

It's the industry that directs all its energies against those who would hobble or destroy a free radio! Let's not dissipate a single ounce of it in internecine scrapping. We know what we are shooting for, so let's go!

Clear It Up

UGLY CHARGES of bribery of members of the FCC, past or present, and of its predecessor Radio Commission, are afoot. Considerable confusion and mystery surrounds them. The FCC, at the direction of Chairman Fly, is still investigating these allegations.

Every member of the Commission and every ex-member, is under a cloud so long as these charges remain unanswered. There should be a determination finally, one way or the other.

We recall that the Commission early this year, at the instance of Chairman Fly, retained as special counsel a Chicago attorney, John D. Farnham, who worked independently of the regular FCC legal staff. Secret hearings were held in Chicago last June and a number of broadcasters were called. There were several sworn affidavits.

But the Farnham report was never formally approved, and nothing further happened, on the surface, except to a broadcaster who previously had been given fulltime in lieu of limited time opposition, suddenly had the full-time authority revoked. It was this unnamed broadcaster, it now is alleged, who originally had stated informally that gratuities had been paid, through his counsel, to members of the FCC, but who later failed to substantiate the allegations in his affidavit.

This investigation of improprieties was not brought out in clear detail until Rep. Wigzellworth (R-Mass.) a constant critic of the FCC, added testimony pertaining to it from Mr. Fly during hearings on a supplemental appropriation bill. When that bill came to the House floor Oct. 8, Mr. Wigzellworth's examination of Chairman Fly was released and the Congress had a few potent observations to make on the floor ante the FCC [BROADCASTING, Oct. 12].

We have seldom agreed with Mr. Wigzellworth on his radio views. But there's no gain-saying the merit of his demand that the Commission, having instituted its inquiry, should now bring it to a swift conclusion.

We don't believe that any member of this Commission has wilfully or knowingly sold his "influence" or his vote. We doubt whether any former member of this or the Radio Commission ever stooped to such a level. Yet every man who has served on either agency has under a stigma until the case is closed, one way or the other.

We do not believe that in these times there should be Congressional investigations involving issues not related to the war. But, unless the mystery surrounding this whole affair is dispelled promptly, we believe Mr. Wigzellworth's proposal for an inquiry should be pursued.

Wholly aside from the bribery inquiry itself, it would be interesting to learn how and under what auspices it was instituted; whether the effort was to get at particular individuals or organizations, rather than to pursue an overall objective. We believe Mr. Wigzellworth's proposal for an inquiry should be pursued.
WHEN Austin Joselyn, broke and jobless, and ferrying passengers from Florida to New York in his hurricane-battered car, stopped in Charlotte, N. C., he little dreamed that five-year-old WBT, one of the first broadcast stations in the country, would some day claim him as general manager.

Many things happened first. Jos had a taste of the advertising, newspaper and financial worlds before he found himself in radio.

Born in New York City March 11, 1900, Jos looks and talks like a Yale grad—but isn’t. He went to work in his teens as a carpenter’s helper, tolin’ lumber at the Pelham Bay Camp, which was being built at the beginning of World War I. After a war career he entered the business world as a runner for Guarantee Trust Co. of New York. But Jos wasn’t destined to become a financier, turning to a job in the eastern office of the Chicago Tribune.

It was transferred to the Tribune’s Chicago office for a course in merchandising and survey, and returned to the New York office as salesman in the national display ad department. Five years on the Trib and ambition plus fabulous stories of big money in Florida made Jos restless. He resigned and headed for Miami—only to find that the Florida bubble had burst. Depression had already hit Miami and jobs were not easy to find. When he finally landed one on the Miami News, it fizzled quickly.

Just about this time Florida’s worst hurricane caught Jos and left him minus clothes and possessions except one very wet automobile. He and a few others aided in the rescue work. For two whole days his automobile helped to haul the cars of other people out of the water.

After it was over, Jos managed to get a job at a filling station. He doled out gasoline, greased and lubricated cars from seven a.m. until late at night. “I swore then,” he says, “that I’d never own another automobile as long as I live— if it has to be greased!”

Jos decided to head back to New York, and got two passengers to share the expense. It wasn’t an occasion to call forth happy memories, for almost before they got under way, his motor threw a con- necting-rod bearing. The cost of re- pairing it took all his savings and Jos had to borrow money from one of his passengers to continue the trip. He stopped in Charlotte en route.

Back in New York he looked up a friend, Chalmers Pancoast, who had hired him on the Chicago Tribune. Pancoast, now with the New York Times, hired him again. For a while he worked there and then went to the New York American.

The possibilities of radio challenged Jos. In 1934, after 12 years in the newspaper field, he became the first New York salesman of the newly organized radio station representatives, Free & Steininger, later Free & Peters. Five years later he was in Chicago Radio Sales, CBS midwestern m. & o. spot sales division. In two months he was appointed eastern manager of Radio Sales. In New York his knowledge of advertising, plus sales ability and personality enabled him to do a good job.

When the WBT vacancy arose, Jos was appointed manager of this CBS-owned 50 kw. outlet. His record of achievements as general manager of WBT has demonstrated the wisdom of his selection.

If you ask anyone at WBT what makes Jos a successful manager, you will get an answer like this: “He’s a guy who knows what he wants, and has the guts to fight for what he believes is right.”

Jos knows what an executive should be. His door is always open, for he remembers the time he received from a good job because it took an act of Congress to get an audience with the boss, who kept people cooling their heels in an outer office for hours.

Joselyn’s residence in the South has not made him lose his Yankee broadness. Besides being active in civic life—member of the board of directors, Mecklenburg County, Boy Scouts of America; board of directors of the Mecklenburg County Red Cross, and member of the board of directors of Charlotte Advertising Club; chairman of the Civilian Defense Recreation Committee; chairman of the National Infantile Paralysis Committee; chairman of the 42nd Mecklenburg Independence Day Celebration; resolutions chairman and treasurer of the North Carolina Assn, of Broadcasters; member of the Charlotte Chapter of the American Red Cross, and member of the board of directors of Charlotte Advertising Club; chairman of the Civilian Defense Recreation Committee; chairman of the National

HOWARD FOLEY, formerly on the sales staff of WOB, Oklahoma City, has rejoined the station.

RICHARD M. KLAUS, son of Mayo S. Klaus, account executive of Railway Advertising Co, Cleveland, has been promoted to lieutenant (j.g.) in the Naval Air Corps. Lt. Klaus was formerly with WHBC, Canton, O.

RALPH E. DENNIS, formerly with WAFB, Baton Rouge, and previously vice-president of Tennessee Woodard & Conklin, newspaper representatives in New York, has been promoted to the national spot sales staff of the Blue, effective Oct. 15. Dennis has had 14 years experience in the newspaper advertising field in New York and Chicago.

SIDNEY FLAMM, formerly of WMCA, New York has been appointed vice-president in charge of sales of WPAT, Paterson, N. J., according to George H. Jaspert, general manager of WPAT. Mr. Flamm, a brother of the Department of National Advertising, has recently purchased a half-interest in the station (BROADCASTING, Oct. 31), will make his headquarters in the Newark and New York offices of WPAT.

ROBERT SAUDEK, former assistant to Edgar Kobak, the vice-president of the Blue, and identified with Blue sales activities since 1939, has been named sales manager of the network’s eastern division, effective immediately.

Five years ago Mr. Saudek was manager of the New York office of William G. Rameau Co., station representative, and representative of WBYU, the station which rejoined the Network.

JOHN F. McINTOSH, formerly with WAFB, Baton Rouge, has been appointed assistant to Mr. Dennis in charge of WPAT’s sales force.

ANTHONY O. SPENCER, formerly manager of the Western office of Transcontinental Advertising, has been named manager of WPAT, Paterson, N. J. Mr. Spencer has had 21 years experience in radio advertising.

JOSELYN (Joscelyn) was married Miss Ann Moench of New York in 1930. They have two children, Lyn (A. E., Jr.), and 19-year-old Brian. Jos loves to hunt, fish and golf, and spends most of his evenings at his hilltop home in Charlotte’s Myers Park.

We Pay Our Respects To

AUSTIN EVERETT JOSCELYN

October 19, 1942 • Page 33

BROADCASTING • Broadcast Advertising
H. Leslie Atlas to Take Army Procedure Course


The course, similar to one successfully conducted by the War Dept. in 1941, is to be given 83 business and professional leaders to help them understand more fully the conditions under which the Army operates. They will study the organization of the Army, supply, transportation, personnel and tactical principles, will be assigned to quarters provided by the Army.

BEHIND

LAID AINSWORTH, formerly assistant in the music library of WJWC, Chicago, has joined the Army, Ben Holes, announcer, has joined the Navy.

J. A. CAMPBELL, director of education for KMOK, St. Louis, in California to marry Lt. John Skinner of the Navy. Milton Vandevanter, head of KMOK's stockroom, has joined the Navy air force and is taking preliminary training at Lambert Field, St. Louis.

CHARLES HAASER of WMAS, Springfield is joining WDRC, Hartford, Oct. 26 to replace Jerry Flynn who has joined the Army.

LORAINE BORLEY, formerly in the audience mail department of KOMO-KJF, Seattle, has been appointed copy editor of the station, replacing Ethel Hall, recently married. Alice Mischuk now handles audience mail.

ANDREW J. LOVE, in charge of literary rights department of NBC, Hollywood, has become a network producer. His former post has been abolished with duties assigned to various members of the program and production staffs.

HAROLD SAFFORD, program director of WLS, Chicago, on temporary leave of absence, has taken over the same position at KXO, Phoenix, Ariz., to fill the vacancy left by Jack Reilly, recently re-commissioned a captain in the Army. During Mr. Safford's absence program director will be taken over by Al Boyd, production manager.

ELLIOTT HENRY, formerly of Howard G. Mayer Co., Chicago publicity firm, and previously publicity director of WRAO, Green Bay, and WHBY, Appleton, Wis., has joined the public relations and sales promotion staff of WLS, Chicago.

ROBERT SCOTT has joined WCAP, Asbury Park, N. J., as an announcer.

ROBERT L. SWIFT, formerly with WSAY, Rochester, N. Y., joins the announcing staff of WRDC, Hartford, in a reorganization resulting from the loss of five announcers in six weeks.

JULIAN RAWLINGS, actor-singer-announcer of WATT, Atlanta, is in the public relations branch of the Army.

HERALD GOODMAN has joined WFAA-1350, Dallas-Fort Worth, as producer-director of barn dance shows.

Blomsness in Army

CHESTER L. BLOMSNESS, member of the commercial department of KNX-KX, Portland, Ore., one-time announcer, and later with NBC in San Francisco, has been appointed first lieutenant in the Army Air Corps and has left for Miami Beach for training. During World War I Blomsness was a radio operator on the 5th Air Service Transport, with a naval rating of Chief Petty Officer.

DON'T

FREE

LOSE

YOUR

SCALP IN

TOMAHAWK (Ky.)!

If you're on the warpath for Kentucky sales, why burn your powder on towns the size of Tomahawk? The big wampum is in the Louisville Trading Area, where 1,336,000 braves, squaws and papooses make 17.1% more retail purchases than the rest of Kentucky combined! . . . So give Tomahawk back to the Indians. Get Louisville with WAVE—the station that gives you complete coverage of the Louisville Area's 242,077 radio tepees at lowest cost. Shall we get out the war paint now?

LOUISVILLE'S WAVE

5000 WATTS • 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Page 34 • October 19, 1942
Marvin Graham, announcer of KGO, San Francisco, has been appointed radio coordinator for the San Francisco Civilian Defense Council.

Louis Quinn, producer of the “Blue Network,” is the father of a girl born Oct. 4.

David T. Davies, Hollywood, writer of Earl Perry’s Associates, national radio publicity service, has joined the Merchant Marine. Peter Dixon, formerly New York radio editor, has taken over Davies’ former duties.

Clyde Whitwell, announcer of KOMA, Oklahoma City, and senior of Ohio State University, has been appointed director of Programming, West Coast Air Forces, Hollywood, as producer of interviews and clinics. Last week he received a letter: “Smiley Sutter, Care of This Station, West Virginia.”

Bob McCreery, new announcer of KSAL, Salina, Kan., has enlisted with the Navy Reserve.

Rolie Druffett, announcer for more than 16 years, who has been with KEK, Portland, Ore., since 1933, has been appointed director of public relations for KGW, Portland, Ore.

Mel Allen, sportscaster, is one of the country’s most popular broadcast personalities, Oct. 22.
LEE McARTHUR, program director of KBEV, Glendale, Cal., has severed his association with the station.

DAVE DAVIS, announcer at CFCH, North Bay, Ont., has been transferred to CKSK, Rouyn, Que.

ORVILLE STONE, announcer at CKWS, Kingston, Ont., has moved to CKRL, Kirkland Lake, Ont.

ANTHONY BICCA, formerly member of USC, Los Angeles, radio department, has joined KXO, El Centro, Calif., as an announcer.


FRANK BLAIR, MBS announcer and commentator, heard for six years from WOL, Washington, has been commissioned a lieutenant in the Naval Air Forces.

LEN HOWE, newscaster of WHO, Des Moines, is at work again, following an appendectomy.

GLYNN TO NAVY

PAUL GLYNN, publicity director of WJSV, Washington, will join the Navy Nov. 25, when he reports to Dartmouth for an indoctrination course. For the past two years he has been in Washington in his present capacity; previously he was a member of the CBS publicity staff in New York for four years. His professional experience also includes service with Transradio, Fortune Magazine, AP, INS and the Hartford Courant.

JOAN SACK has added announcing to her chores at WLIR, Brooklyn, where she conducts in Three Quarter Time.

DAVID STONE, staff announcer of WINS, New York, has resigned to join the Army.

RICHARD THOMAS, news commentator of WBNX, New York, will leave the station to join the radio division of the OWI. Herb Harris, sports authority, has returned to WBNX, for a weekly series of football news.

JOHN SCANLON, formerly of WKN, Poughkeepsie, has joined WTRY, Troy, N. Y., as an announcer, replacing Randy English, who has enlisted in the Navy at Fort Devens, Mass.

BOB FREY, graduate of the Beck School for Radio, Minneapolis, has joined WSAU, Wausau, Wis., as an announcer.

HARRY BARTELL, formerly staff announcer of Allied Adv. Agencies, Los Angeles, has joined KXO, Glendale, Calif., in a similar capacity. He succeeds Bob Garrett, resigned.

JACK SLATTERY, formerly announcer of KMPC, Beverly Hills, Calif., has joined CBS, Hollywood, in a similar capacity.

PAUL GROD, program director of WLIR, Brooklyn, is doubling as newscaster in a series of daily UP news periods.

JEAN STERLING, formerly of KNX, Hollywood, has started a three-weekly half-hour woman's program, Of the Boulevard, on KWKW, Pasadena, Calif.

PICKER SHORTAGE inspired Cliff Gray, farm editor of WSFA, Spartanburg, S. C., (1) to stage a cotton picking contest to save the local cotton crop. As a result of the station's promotion the city's high school and college students, and employees of local businesses, turned out to help. Mr. Gray is pictured with Jane Dalton, women's editor of the station.

MARJORIE BECKETT, Graduate of The Beck School for Radio, Minneapolis, is a new announcer at KID, Idaho Falls, Idaho.

CLIFF HOLMAN, announcer of WPCI, Pawtucket, R. I., formerly with WLNI, Los Angeles, N. H., WEDJ, Boston, and other New England stations, replaces David Broila, now in the Army, as production director. New announcers at WPCI include Don Rogers, James H. Hines and Frank McCabe.

BILL ST. JOHN, one-time member of guest relations at KOA, Denver, joins the announcing staff to replace Bill Ballance, now in the Army, as production director. New announcers at WPCI include Don Rogers, James H. Hines and Frank McCabe.

RUBEN GAINES, formerly announcer of KPC, Tacoma, has joined KXO, Hollywood, in a similar capacity.

LEWIS STONE, Hollywood film character actor, has been signed as narrator of the weekly BLUES half-hour dramatized report, To the President. Written and produced by Arch Obler, series was launched Oct. 18.

DICK JOY, announcer of CBS, Hollywood, has been given that assignment on the weekly New Old Gold Show, sponsored by P. Lorillard Co. (cigarettes). He replaces Lt. (Jg) Bob Garrett, resigned.

PHIL COOK, ventriloquist and m.c., formerly heard on CBS for Quaker Oats Co., Chicago, and previously on NBC, has returned to the air with a five-week program on WINS, New York, titled Phil Cook's Notebook.

"Shall I turn on WDFD Flint Michigan, dear? Maybe the announcer will know what's wrong."
DOROTHY ANN KEMBLE

MILLIONS of words march up to Dorothy Ann Kemble's desk every day, pause and await her nod of approval before they go out over the air to the BLUE Network's audience. For as the BLUE's continuity acceptance editor, Miss Kemble has the last word as to what can and cannot be said on all sponsored and sustaining scripts and commercial announcements.

For a job that requires intimate knowledge of FCC rulings, FTC dictates, laws in general, not to speak of a maximum of good taste, Miss Kemble is well prepared. Fresh from Columbia U, she got her first commercial training at the National Better Business Bureau. From there she went to Macfadden Publishing Co., where she organized and headed the Advertising Investigating Bureau, a position that provided her with an excellent background for her career in radio.

In 1937, she went to NBC as assistant to the head of the continuity acceptance department. When the BLUE was set up as an independent company in January, she was the logical choice for the job of air editor.

Miss Kemble lives in Manhattan and relaxes on a Connecticut farm where, she says, she is gardening for victory.

--JACK EICHENBERGER, director of publicity and sales promotion, KGW-KEX, Portland, Ore., is father of a boy.

HUGH SANDERS, formerly announcer and production man for KWK and WIL, St. Louis, continuity director for WDBW, St. Louis, and stage manager for The Land We Live In at KMOX, St. Louis, has joined WMBD, Peoria, Ill., as announcer.

RALPH KLEIN, is continuity chief of WNBC, Hartford. Dick Bronson has joined the WNBC announcing staff.

HUGH D. BROWN, musical director of KDAL, Duluth, was appointed lieutenant (j.g.) in the Navy and will be in the Communications Division. James McGilgore, director of KDAL publicity, has left to accept a position in the radio department of Campbell-Mithun Minneapolis. Elizabeth Daniels, advertising manager of a Duluth department store, will replace him. Other new additions are Barbara Baldwin, of Duluth, Bea Lade who replaces Ellis Harris as director of promotion. Harris is now stationed with the CAA at Wold Chamberlain Field, Minneapolis.

BRUCE CALHOUN, formerly of KMO, Tacoma, and KFWB, Great Falls, Mont., has joined the announcing staff of KBO, Seattle.

Bill Moehler, director of publicity, KIRO, has been appointed chairman of the committee on radio publicity for Farmers Bond Month (October) in the State of Washington. Tom A. Baughn, announcer of KIRO, was inducted into the Naval Air Force at Caldwell, Idaho, where he is training as a naval air cadet. Rhoda LeCocq Lipke, KIRO feature writer, left for Smith College where she will be inducted into the WAVES as officer-candidate, Class 'V-44.'

REGINALD ALLEN, announcer of WJSV, Washington, was inducted into the Navy Oct. 13 and reports Oct. 27 to Camp Lee, Virginia. Vern Hansen, another WJSV announcer, resigned Oct. 10 to join the Office of Strategic Services.

ISABEL MOLLOY and Nancy Page have been added to the program department of WJSV, Washington, to replace Ann Hoffman, Miriam Fries, and Lois Ouster, all of whom resigned.

FLOYD FARR, announcer of KPO, San Francisco, recently became the father of a boy.

STEVE ALLEN, formerly of KBO, Des Moines, has joined KOY, Phoenix, as announcer-writer. Jack Murphy and Joe Greenwald, both new to radio, have joined the staff as junior announcers. Miss Glenn Horton has been added to the continuity department.

FRED WETTING, announcer of WIBG, Philadelphia, has been appointed movie commentator.

DONNA ABBETT, of the accounting department at WGR-WKBW, Buffalo, has resigned to enter the WAVC's. Ralph Snyder, announcer of WGR-WKBW, will soon be an Air Forces cadet.

DOROTHY ANN KEMBLE

Meet the LADIES

WIBC INDIANAPOLIS

Metropolitan Indianapolis with an all-time high in employment and payrolls... Rural Indiana with bumper crops and top incomes.

WIBC is programmed to, and does, reach both.

Represented Nationally by Paul H. Raymer Company.
SAM TAYLOR, one of the first radio commentators on films and formerly filling that assignment on WOR, New York, has joined the radio exploitation department of Paramount Pictures, Hollywood, working under Martin Lewis.

WENDELL WILLIAMS, continuity & acceptance editor of NBC, Hollywood, recently became the father of a girl.

BUDDY TWISS, announcer of NBC, Hollywood, has taken over duties of Bill Henry, commentator featured on the four-weekly NBC By the Way, sponsored by American Oicle Co. (Dentyne gum). Mr. Henry is in the South Pacific for the Los Angeles Times.

RAMSAY WILLIAMS, formerly chief announcer of WFEA, Manchester, N. H., and before that with WCOM, Lewiston, Maine, has joined KB, Albuquerque.

JOHN THOMAS, formerly of WFEA, Dallas, has joined WIRE, Indianapolis, as newscaster, replacing Dick Reed who has gone into military service.

MRS. RUTH GOODE, who has handled publicity for S. H. Hurak, for the Bullet Ruse, as well as for the New Friends of Music, New York, has joined WAGO, New York, to take charge of publicity, succeeding Dorothy Beckman, now in Government service in New York. Mrs. Goode has been a freelance writer, contributing to Collier's and other magazines.

WALDO MAYO, for the past 16 years orchestra leader of the Major Voice Hour on CBS for Chrysler Corp., has been appointed musical director of WHAB, Brooklyn, according to an announcement by Elias I. Godofsky, general manager. Mayo will continue his outside musical radio activities in addition to his duties at WHAB.

RUSSELL HORGAN, formerly personnel manager and chief accountant of KPA, San Francisco, has resigned to join an accounting firm in San Francisco.

LILIAN HOLMES, formerly sales editor of KYA, San Francisco, is now with the War Dept. in San Francisco.

LEILAH VANDEVORH, secretary to General Manager Wilfred Davis of KYA, San Francisco, and Bert Buxton, former newscaster and writer for KQW, San Francisco and now in the Navy, are to be married Nov. 1.

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AT EASE before air time is the cast of the all-Marine MBS coast-to-coast program, Halls of Montezuma, broadcast each Sunday from the Marine Base Auditorium, San Diego. Ready (1 to r) are: Staff Sgt. Larry Hays, writer-narrator of the programs and former freelance scriptwriter in San Francisco and one-time manager of KSRO, Vallejo; Corp. Sid Slappey, former announcer as "Sid Willard" for WMBL, Macon, Ga.; Corp. A. L. Leonard, known to audiences of WHO, KSO-KRT, Des Moines; Staff Sgt. Bud Luckett, formerly with KWK and KSD, St. Louis; Civilian David F. Titus, originator-producer of the program with KGB, San Diego; Pvt. Lou Kemper, former production man of KYOO, Tulsa, announces the program; PFC Joseph L. Stanley, former San Francisco radio actor, helps in dramatizations and writing of the program. Pvt. Jack Briggs, former Hollywood feature player, is scarcely visible. Pvt. John Harrison, formerly with KTLU, Tulsa.

Right to Defend Privacy Of Commentator Upset

CONVICTION of George Knox Roth, radio commentator and political figure, in Los Angeles Municipal Court, on charges of failing to answer certain questions before the California Assembly Fact Finding Committee on un-American activities, was upheld in Superior Court in early October. He had appealed to the court but Judge W. Tourney Fox, Joseph W. Vickers and Clarence Kineal ruled the conviction proper.

Roth has been charged with failing to disclose names of alleged Japanese backers of his broadcasts, and it was argued that this would be an invasion of his rights of privacy should answers be forced. Court held such rights are not "absolute, but only relative," and "in time of great peril, such personal rights are outweighed by the rights of the public generally."

WHHL, Sheboygan, Wis., MBS affiliate, has appointed Foreman Co. as exclusive national representative.

Mike to Farm

PICKING COTTON for Georgia farmers is the latest activity of barn dance, blind singer Pete Cassell, and hill billy units of WSB, Atlanta. Crisis in farm labor shortage is responsible for the farm activity of the radio talent and marks one of the first times radio workers have aided the war effort in this manner.

Govt. Publicity Cuts

FURTHER CUTS in government publications are preceded by the appointment of a five-man investigating committee by Elmer Davis, director of the OWI. The committee will recommend the discontinuance, curtailment, or modification of informational materials, and has been authorized to appoint sub-committees for specialized fields such as technical publications and press releases.

End Camp Tour

APRIL A two-week tour of Army camps, Pie Maleo and Pat Padgett, heard on the BLUE on "Holidays and January, Advisors to the Home Front", will return to the network Oct. 28 at a new time. Their five-minute show will be shifted from 9:30 p.m. to 7:30 p.m.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, allinclusive "State of Iowa" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to stations and programs. Maps and facts on Iowa listeners in all age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa
Eversharp Co., the Army Corps lieutenant, Isabel Olmstead, was formerly in duty with Melvin, who was recently made producer-director for the new radio show. Ruthrauff Co., Chicago, produces commercials for the radio show.

SAMUEL C. DODGE, formerly in charge of radio on the west coast for Levenson & Mitchell, has been named producer-director for the show. George Weaver was formerly with Radio Station WGN. He has joined the Army as an officer in charge of radio broadcasting.

BERNICE JOY, formerly the motion picture department of Lord & Thomas, New York, has been appointed vice-president of the agency, as announced by Emerson Foote, LIT executive vice-president. With the agency since 1929, Miss Joy handles the RKO Radio Pictures and RKO Theatres accounts, and will continue in charge of the motion picture division in his new position.


GREGORY DICKSON, formerly of A. McLane & Son, New York, has joined the public relations firm of Mary Blockford, formerly of WGN. He will join the public relations staff of WGN.

GEORGE C. DIBERT, spacebuyer of J. Walter Thompson Co., New York, has been commissioned captain in the Army Specialist Corps in New York.

JEROME JOSS, executive account of Schwimmer & Scott, Chicago, and assistant radio chief of the war savings staff of the Treasury in Illinois, has joined the Army.

Jack A. Pogler, manager of the motion picture department of Lord & Thomas, New York, has been appointed a vice-president of the agency, as announced by Emerson Foote, LIT executive vice-president. With the agency since 1929, Mr. Pogler handles the RKO Radio Pictures and RKO Theatres accounts, and will continue in charge of the motion picture division in his new capacity.

Radio Club hears talk on war copy

DISCUSSING problems confronting copy departments of networks during wartime, Dorothy Remble, editor of continuity acceptance of the Blue, was guest speaker Oct. 14 at the weekly luncheon meeting of the Radio Executives Club of New York, held in the Hotel Lexington.

The club's Oct. 21 meeting, according to an announcement by Linne McNally, timebuyer of J. Walter Thompson Co., New York, and vice-president of the REC, will be devoted to a business session, while the Oct. 28 meeting will feature "WJJZ Day," following the established custom of permitting local stations to entertain REC members.

Out-of-town guests included Herbert Krueger, WTAG, Worcester; Ray Linton, KFB, Wichita; George Jasperson, WPAT, Paterson; Harry Cummings, WJAX, Jacksonville, and Ted Arnold, WHBF, Rock Island.

Marlen Pew, Jr., in charge of publicity for the CBS Cheers From the Camps show while it was sponsored by General Motors Corp., Detroit, has joined Maxon Co., New York, as publicity director. Prior to his position with Campbell-Ewald Co., New York, the General Motors agency, Mr. Pew served as assistant to Jesse Bittcher, radio publicity director of the USO in New York. Mr. Pew has also been syndicate editor of Editor & Publisher magazine, as well as Federal Court reporter for the New York Sun.

HUBERT E. ANDERSON, advertising manager of Union Oil Co., San Francisco, has enlisted as an aircraft mechanic in the Army Air Forces.


ROBERT S. CONLAN & ASSOC., Kansas City, opened a branch in the Republic Bank Building, Dallas, Oct. 15, under management of William L. Stout, Jr., who was previously in their Kansas City office.

RUBEY COWAN, formerly of NBC stations service, has joined Feldman-Bloom Corp., Beverly Hills, Calif.
COLUMBIA RECORDS Corp., Bridgeport, has started a three-weekly program of its musical recordings on WNQR, New York, featuring live commentaries by Dr. Sigismund Spaeth, author, composer and music critic of radio and cinema fame. Dr. Spaeth illustrates his analysis of themes and focus on the piano before the discs are heard. Program started Oct. 15, and is presented Tuesday, Thursday and Saturday, 5:30-6 p.m. Columbia is also sponsoring spot announcements on WABC, New York. Beaton & Bowles, New York, is agency.


CONSUMERS COMPANY, Chicago, Ill. (coal) on Oct. 11 renewed Easy Money Sunday half-hour dramatic mystery on WGN, Chicago. Agency is Jim Duffy Inc., Chicago.

REALMET, inc., Windsor, Ont. (medical), has started flash announcement campaigns on a number of Canadian stations. Account was placed through R. C. Smith & Co. Ltd., Toronto.

Gospel Tabernacle. New York, has resumed for the second year, a series of weekly half-hour Saturday broadcasts on WHN, New York, featuring religious gatherings. Jack Wyrtzen conducting. In addition to the WHN programs, aired 8-8:30 p.m., Gospel Tabernacle has launched a 13-week series in the 10:30-11 p.m. period Saturday on the Atlantic Coast Network. Titled Word of Life Fellowship, the programs are also conducted by Wyrtzen. Business placed direct.

ETHAZONE Co., London, England (medicinal) has started flash announcements four times weekly on CFRB, Toronto; CJRC, Winnipeg; CJOR, Vancouver. Account was placed by A. McKim Ltd., Toronto.

A. WANDER Ltd., Peterborough, Ont. (Ovaltine), has started a test campaign with six spot announcements weekly on CFRB, Toronto. Account was placed by A. McKim Ltd., Toronto.


MEETING BY MAIL

Financial Advertisers To

Forego Convention

CONVENTION by mail is being held by the Financial Advertisers Association this year to overcome transportation and other problems that made the scheduled Chicago meeting impractical.

Twice a week, over a period of eight weeks, envelopes containing questions and answers for discussion will be mailed, and FAA members will be invited to take part by writing their opinions and ideas to the Central Office to be included in the next part of the program.

LIVER BROS., Cambridge, Mass., is supplementing its advertising for Lipton's Continental Soup-Mix in the Chicago area, with station break announcements on WBBM, Chicago. Product is being promoted nationally through newspaper and magazine ads. Young & Rubicam handles the account.

GOLDEN STATE Co., San Francisco, (Golden Y. Vitamin milk), recently renewed for 13 weeks its three-weekly quarter-hour newscasts by Phil Stearns on KFRC, San Francisco, Agency is Ruthrauff & Ryan, San Francisco.

LABEL REDEMPTION Bureau, Los Angeles, in a 30-day label saving contest which started Oct. 1, is using daily spot announcements on KIEV, KPAS. Placement is through Barton A. Stebbins Adv., Los Angeles.

ALUMINUM INDUSTRIES Inc., is sponsoring broadcasts of eight home and away football games of U of Cincinnati on WKRC, Cincinnati, with Dick Nesbitt of the WKRC sports staff at the microphone. Agency is Kessler & Stites, Cincinnati.

KILPATRICK BAKERSIES, Oakland, Cal. (bread) has started a new campaign on KROW, Oakland, using 20 spot announcements weekly. Agency is Emil Reinhardt Adv., Oakland. J. A. HAUGH Mfg. Co., Toronto, (work clothes), has started weekly farm news and comment program on CFRB, Toronto. Account was placed by Wm. Orr & Co., Toronto.

"PULLEEZE, FARMER NEWTON, DON’T GET SO CLOSE TO DOBBIN"

MAYBE WGY doesn’t go quite that far in tailoring farm programs to the farmers in this area, but we don’t miss it much.

Farmers tell us: "Your daily farm shows are right down our turnpike, written almost as if you had our particular farms in mind."

IT’S IMPORTANT THAT WE DO KEEP OUR FARMERS IN MIND, FOR OF THE 609,550 RADIO UNITS IN WGY’S PRIMARY AIREA, 84,404 ARE IN FARM HOMES. AND IN NEW YORK STATE, FARM INCOMES HAVE SKYROCKETED 44 PER CENT IN THE LAST TWO YEARS.

WGY has had 17 years in which to develop its farm programs and its farm audience. Today WGY has a staff of three farm experts and the assistance of many farm-interested organizations-colleges of agriculture, state and national agricultural departments, farm bureaus, granges. WGY — and the advertisers on WGY — benefit from the loyalty of this strong, prosperous farm audience.

GENRAL ELECTRIC

WGY

★ aresa’s greatest power
★ aresa’s lowest frequency
★ aresa’s NBC outlet
BEAUMONT LABS, St. Louis, as part of its national campaign for 4-Way Cold Tablets, is sponsoring a weekly evening series of football predictions by Stan Loman, sportscaster on WOR, New York, and has also signed for one-minute spot announcements on Here's Morgan, Monday through Friday, in addition to a five-minute recorded musical program. H. W. Kastor & Sons, Chicago, is agency.

TWO additional sponsors have signed participations in The Woman of Tomorrow, conducted by Nancy Booth Craig on WJZ, New York, and the program shifts to a new time Nov. 2, moving from 9:30 a.m. to 8:30 a.m. N. Y. State Bureau of Milk Publicity started participating Oct. 13, and Pepperidge Farms announcements get under way Nov. 16, for bakery products. J. M. Mathes Inc., New York, handles the milk campaign and Kenyon Eckhardt, New York, is in charge of Pepperidge Farms.

NOXZEMA CHEMICAL Co., Baltimore, on Oct 33 resumed Battle of the Boroughs, quiz program, on WOR, New York, for skin creams. Series is heard Tuesday, 8:30-9 p.m. in the period formerly occupied by Can You Top This, Kirkman Soap Co., program now shifted to the preceding half-hour on the same day. Ruthrauff & Ryan, New York, handles the Noxzema account.

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream), on Oct 16 renewed for 52 weeks Quiz of Two Cities on 2 Don Lee California stations (KJU/KFRC). Friday, 6-7 p.m. Agency is Ruthrauff & Ryan, N. Y.

HUBBARD E. ANDERSON, San Francisco advertising manager of Union Oil Co., has enlisted as a private in the Army Air Forces and is assigned to a ground crew at Rockton (Cal.) Training Center for advanced flying training.

Dr. Lyons Claims Had Been Dropped
Dentifrice Claims Changed Long Ago, Firm Asserts

IN ANSWER to the recent order by the Federal Trade Commission to cease certain advertising claims made by R. L. Watkins Co., New York, for its product Dr. Lyon's toothpaste (Broadcasting, Oct. 31), D. H. Williams, vice-president of the company, a subsidiary of Sterling Products and a large user of radio time, has issued the following statement:

"The FTC's complaint against the R. L. Watkins Co. was filed Sept. 19, 1938. It complained of approximately 37 statements in the advertisements of Dr. Lyon's toothpaste. The use of most of these statements had been discontinued in 1937, more than a year before the complaint was filed.

Three Issues Remain
"The cease and desist order which has just been entered reduces the issues from 37 to 3. The company is ordered to stop:
"1. Using the statement 'no grit'. Use of this statement was discontinued three years ago.
"2. Making the claim that Dr. Lyon's is an effective antacid or that it will correct 'acid mouth'. No such claims have been made for several years.
"3. Using the slogan 'do as your dentists does—use powder'. This slogan has been discontinued.

The foregoing statement by Mr. Williams was released last Tuesday by Baldwin, Beach & Mermey, public relations counsel for the Watkins Co.

Cement Sponsor
PORTLAND CEMENT ASSN., New York, is sponsoring five-minute programs, five times weekly on WHCU, Ithaca, WHLD, Niagara Falls and WBBY, Troy, N. Y. More stations will be added. Agency is Roche, Williams & Cunnynham, Chicago.

DRS. SIMON & STAMPER, Oakland, Cal. (optometrists), recently started a schedule of transmitting announcements on KROW, Oakland.

Dr. Lyon's toothpaste, sponsored by R. L. Watkins Co., New York, is a subsidiary of Sterling Products and a large user of radio time. The company has defended its advertising claims against a cease and desist order issued by the Federal Trade Commission.

WJIM WILL TRAVEL from coast to coast to bring Lansing, Mich., listeners a complete account of each Michigan State College game, visiting Philadelphia for the Oct. 31 game with Temple and Spokane for the Washington State game the following week. Completing sponsorship arrangements are James Gibb, president and general manager of the Inter City Coach Line, signing the contract with Ralph H. Young, athletic director of Michigan State College. Looking on is Harold F. Gross, President and general manager of the station.

JOHN LABATT Ltd., London, Ont. (brewers), has renewed International House Party, quarter-hour program weekly on WHEN, Buffalo, and Last We Forget, five-minute program five times weekly on CFRH, Montreal, and Les Amours de Tirso, half-hour weekly network show on CBCF, Hurl. Que.; CKAC, Montreal; CHLJ, Sherbrooke Que. Account was placed by J. Walter Thompson Co. Toronto.

ATLAS BREWING Co., Chicago, is sponsoring the Night Watch, all-night program of news, records and informally pattered with Russ Saltier as m.c. on WIND, Chicago-Gary, seven days a week. Agency is Arthur Meyerhoff & Co., Chicago.

Zenith Earnings

IN A QUARTERLY statement the Zenith Radio Corp. reported a consolidated operating profit of $685,604 for the first quarter of its current fiscal year, ending July 31, 1942. The report further states that the company's facilities are devoted exclusively to electronic equipment for the war effort and that the engineering facilities and employees are continuing in radio electronics.

79% OF ADVERTISERS ON

WTCN
BLUE NETWORK
MINNEAPOLIS
ST. PAUL

RENEW THEIR CONTRACTS YEAR
AFTER YEAR

BE WISE. PROFIT BY THE EXPERIENCE OF OTHERS. USE WTCN IN THE TWIN CITIES MARKET.

FREE & PETERS, INC. — NATIONAL REPRESENTATIVES
New York Chicago Detroit Los Angeles Atlanta San Francisco

WRITE FOR DETAILS OF PROGRAMS AND TIME AVAILABLE, RATES AND MARKET DATA.

Page 42 • October 19, 1942

BROADCASTING • Broadcast Advertising
WITH THE SCHEDULE of NAB district meetings finally approved by the NAB board of directors at its session in Chicago last week, final plans for the two-day sessions throughout the country have been made by NAB President Neville Miller and his executive staff. The meetings begin Monday and Tuesday (Oct. 19-20) with District 3, at the Benjamin Franklin Hotel in Philadelphia.

President Miller will attend all meetings. The roster of speakers, includes members of the NAB’s executive staff, along with spokesmen and representatives of all the Government agencies identified with the war effort and having a bearing on radio.

Election of district directors in the nine odd-numbered districts is scheduled this year, to take office at the 1943 convention to be held either in New Orleans during March or April or in Chicago during May, depending upon the final ruling of the NAB board. It is not compulsory that these elections be held now, though many of the district directors said they would do so.

Incumbent district directors from the odd numbered districts, in which elections must be held at least 30 days before the next convention, are Paul W. Movencey, WTC, Hartford, District 1; Isaac D. Levy, WCAU, Philadelphia, District 2; Frank King, WMBR Jackson-ville, District 5; J. Harold Ryan, WSBP, Toledo, assistant director of censorship, District 7; Edgar L. Bill, WMBD, Peoria, District 9; Ed Hayek, KATE, Albert Lea, Minn., District 11; Kern Tips, KPRC, Houston (elected to the board last week to fill the vacancy created by the resignation of O. L. Taylor, KGNV, Amarillo), District 13; Art Westlund, KRE, Berkeley, District 15; and Harry Spence, KVRO, Aberdeen, District 17.

Following is the revised schedule of district meetings:

5. —Tulsa, Okla. (Tulsa Hotel), Nov. 2-3.
6. —Dallas, Tex. (Baker Hotel), Nov. 4-5.
7. —Ogden, Utah (Ben Lomand Hotel), Nov. 9-10.
9. —San Francisco, Calif. (Fairmont Hotel), Nov. 16-17.
10. —Portland or Seattle (to be announced), Nov. 19-20.

Election of district directors from the nine even-numbered districts, in which elections must be held at least 30 days before the next convention, are Paul Movencey, WTC, Hartford, District 1; Henry Grady, KEN and KBUV, Atlanta, Ga., District 2; Ray King, WMBR, Jacksonville, District 5; J. Harold Ryan, WSBP, Toledo, assistant director of censorship, District 7; Edgar L. Bill, WMBD, Peoria, District 9; Ed Hayek, KATE, Albert Lea, Minn., District 11; Kern Tips, KPRC, Houston (elected to the board last week to fill the vacancy created by the resignation of O. L. Taylor, KGNV, Amarillo), District 13; Art Westlund, KRE, Berkeley, District 15; and Harry Spence, KVRO, Aberdeen, District 17.

London Impressions

(Continued from page 18)

quired, and was told that the audience here was much like the Saturday night postscripts to the 9 o’clock news, which just about everyone listens to habitually, which are being done from Washington especially for the British audience by our American radio commentators, Raymond Gram Swing, Ernie Linderly and Ken Crawford. They alternate weekly—the latter two taking the turns that Elmer Davis used to have before he became chief of our OWI.

But one high Government official did say to me—paying real tribute to one of the finest of our American radio reporters abroad, the dean of the corps, and personally a grand chap, who commands just about the same esteem here that the courtly and witty Sir Wil- mot Lewis of the London Times holds in Washington—this official said to me:

"We really should have, and some of us have long recommended and have been looking for, a British radio commentator who would live in your country and who could interpret America to us as well as Ed Murrow interprets Britain to your people.”

That is a high compliment indeed, and I might add—a well deserved one.
NAB Reorganization Averted
(Continued from page 7)

St. Louis a couple of years ago. Mr. Ethridge isn't a board member, but Mr. Craig was on hand and led the fight for Mr. Miller as floor manager. Mr. Ethridge, who has brought many an NAB session to its feet with his eloquence and personality, didn't trifle with words in his letter, addressed to Herb Hollister, KANS, Wichita, another Miller stalwart. He told the board that if Mr. Miller was ousted against his will, the industry would be less than grateful and might even "stink".

There were huddles and sessions in smoke-filled rooms. Proposed resolutions were drafted, all geared toward retaining industry harmony and developing what each group thought would be best in the industry's interest. There was almost complete absence of rancor or injection of personalities.

Tie Occurs

When the board first met Tuesday morning all board members, except Joseph O. Maland, WHO, Des Moines, had been excused because of a death in his wife's family, and Frank King, WMBR, Jacksonville, were present. Mr. Maland sought to cast his telegram vote in favor of Mr. Miller, but under the by-laws no proxy votes were allowed. The total voting power was 21 but F. M. Russell, NBC Washington, who was president, who has opposed Mr. Miller, did not vote. He had reported to the board he had been instructed by President Niles Trammell to refrain from voting since NBC saw the matter as one pertaining to affiliates rather than networks. His vote on one occasion would have broken a 10-10 tie against Mr. Miller, and which in effect would have resulted in a board mandate by that slim majority that Mr. Miller accept the new chairmanship post and vacate the presidency.

Besides the vote taken, the board designated a committee comprising Mr. Craig; J. Harold Ryan, WSFD, Toledo; Edgar L. Bill, WMBD, Peoria; and Paul W. Morency, WTIC, Hartford (ex officio) to discuss with Mr. Miller his elevation to the chairmanship of the board and the NAB general counselship, with headquarters in New York. This was based on recognition of his outstanding work in the music field, and would have permitted him to devote all of his time to music problems. The board had unanimously agreed to approach Mr. Miller with this proposal and adopt it, if it were agreeable to him.

When Mr. Miller refused the office, the identical proposal was then put before the board as a resolution. If the resolution had passed Mr. Miller would have been confronted either with accepting the newly-created position or resigning. The resolution was offered by Don Elias, WWNC, Asheville, and chairman of the NAB streaming committee (dissolved in June), which favored a change.

The vote was deadlocked 10 to 10. Those voting in favor were Elias; Morency; Ryan; Kesten; Dick Shafto, WIS, Columbus; John Petzet (WKZO) and Leo Yocum, KGHL, Billings; Harry Spence, KXKO, Aberdeen, Wash.; James W. Woodruff Jr., WRBL, Columbus, Ga.; Edgar L. Bill, WMBD, Peoria.

Those voting against the resolution and in favor of Mr. Miller were Craig; Hollister; Kolin Hager; WGY, Schenectady; Isaac D. Levy, WCAU, Philadelphia; Hoyt B. Wooten, WREC, Memphis; John J. Gillin Jr., WOW, Omaha; William B. Way, KVVO, Tulsa; Art Shafto, KKE, Berkeley; Cal J. Smith, KPAC, Los Angeles; Gene O'Fallon, KFEL, Denver.

Ouster Defeated

The next resolution—the ouster—was that Mr. Miller be relieved of the presidency as of Dec. 31, 1942, and that a "just settlement" be made of his contract. There was no disposition whatever to attempt to negotiate for anything other than his full contract pay until the expiration of his term—approximately $52,500. This motion was offered, after some discussion, by Mr. Elias or Mr. Spence. It was defeated 14 to 7. In addition to those who voted previously, Ed Hayek, KREL, Kansas City, Lea, Minn., who was not present earlier, participated.

The roll call recorded this way: In favor of the ouster: Morency, Hayek, Way, Yocum, Smith, Craig, O'Fallon, Hollister, Woodruff, Kesten, Bill.

The difference in the votes on the two formal resolutions was accounted for by the fact that while all members preferred a harmonious settlement through voluntary acceptance of the original proposal for the board chairmanship, a number of them would not vote for Mr. Miller's forced retirement. They based this on appreciation of his service.

Some directors saw a paradox in the meeting's development. One of the most insistent charges against Mr. Miller was that he was "dominated" by the major networks—NBC and CBS. There was no network vote recorded for his ouster but it was evident from the very start of the sessions that both tacitly favored his elevation to the chairmanship, to pave the way for a new president.

After the final vote several of the directors who had championed the change told Mr. Miller they would gladly abide by the majority vote and that in their judgment the leadership controversy was at an end. Several directors had polled their districts prior to the meeting and found their constituent stations preponderantly in favor of retention of Mr. Miller.

Taylor Resigns

The board formally accepted the resignation of O. L. (Ted) Taylor, KGNC, Amarillo, who resigned following the meeting last month because it failed to act on reorganization. Elected to fill his unexpired term until the next NAB convention was Kern Tips, KPRC, Houston.

The board then discussed retention of a public relations counsel to be paid about $15,000 per year. President Miller was authorized to appoint a committee of five to make the selection. This was in the nature of reconsideration of proposals formerly advanced for a "second man". At the last board meeting Mr. Miller had submitted a detailed plan for a public relations department. The post of director has been vacant since Lt. Col. Ed Kirby, chief of the Army's radio branch, left nearly two years ago.

There was cursory discussion also of the plan for a war emergency committee to function under the NAB, to include representatives of various industry groups and designed to bring about the termination of BVC, if the ABA project. It was withdrawn, however, as infeasible at this time.
Disc Meeting

(Continued from page 9)

mit them by wax constitutes unfair discrimination.

Another suggested cause for legal action is that the union is, in effect, trying to enforce a closed shop condition by refusing to allow the use of any but non-musicians and at the same time is refusing to allow union musicians to make records. Through its control of all music on the air, this argument goes, the AFM has made it practically impossible for stations to accept musical performances, whether live or recorded, of any but AFM musicians.

Now the union is making it impossible for stations to get recorded music by AFM members. If continued, this condition must result in forcing the recording companies out of business. And that, the recorders state, is something the AFM has no legal right to do.

What companies can initiate such suits, or whether any suits will be filed at all has not been decided at the week's end. The NAB, however, had stated that it would cooperate fully in the prosecution of such suits if they are filed.

But the recording industry last week had unanimously decided that the solution to its troubles lies in further legal action. A number of recorders believe that until Congress has altered the law as to nullify the decisions of the Supreme Court upon which Judge Barnes based his decision of the government's plea for an injunction against Petrillo further attempts to secure relief from the courts would be futile.

Negotiation Plan

This group expressed the belief that the best way to a solution now is through negotiations with the AFM, preferably through a committee including representatives of the record companies and co-operated phonograph interests, since it is the use of records by them against which the union is protesting rather than against the wages or conditions of employment given to musicians by the recording companies.

Mark Woods, president of the BLUE Network, has for many years been active in labor relations and who, since the BLUE is not an NAB member, has not been a party to the NAB's attacks on Petrillo and has maintained personal friendly relations with the union head, has been suggested as the head of a negotiating committee.

A number of transcription company executives stated that there is little they can do and that the recorders, probably through the NAB, will have to work out with the union terms on which the AFM will permit the use of records on the air. Some criticism was expressed against the personal attacks the NAB has made on Petrillo on the grounds that without these he would not have withdrawn permission for the continued recording of single-use commercial recordings.

Gulden in East

CHARLES GULDEN Inc. New York, has launched a campaign in the interests of Gulden's Mustard on six Eastern stations. Radio advertising, which got under way last week, includes quarter-hour recordings on WOR, New York; WARM, Scranton, Pa., and WTC, Hartford; also news programs in Philadelphia and Schenectady. Seven news periods weekly have been placed on WQXR, New York and on a 52-week basis. Charles W. Hoyt Co., New York, handles the account.

WMOA, New York, has appointed Weed & Co., its exclusive national sales representative in all areas throughout the country except New York and Philadelphia, which will continue to be handled by the station's New York sales office.

JOHN C. WHITLY, formerly market analyst of General Mills, Minneapolis, and A. C. Nielsen Co., Chicago, has joined the sales promotion staff of WLS, Chicago.

Breakfast Meeting

At the home of O. B. Rosenblum marked the signing of a one-year contract by Nathan Rosenblum Co. of Sharon, Pa., wholesale grocery distributors, for the 7:45 a.m. Golden Dawn newscast over WKN, Youngstown, O. Company executives and 18 salesmen sat down to breakfast at 7:30 a.m. and heard the news program of the company in the dining room at 7:45. Above, glancing at a poster announcing the company's sponsorship: H. David Rosenblum, Henry Z. Ungar, WKN account executive, O. B. (Cutter) Rosenblum and S. W. Epstein, general manager.

Trial Return Disc Plan For Vinyllite Is Adopted

MOVING for increased conservation of the Vinyllite used in the production of its transcription discs, the Treasury's war savings staff has evolved a trial return arrangement covering the next three months. Under the plan, the Treasury Procurement Division has obtained from the Office of Price Administration a fixed price per disc and stations will ship them direct to the original manufacturer.

In actual practice a Government agency needing Vinyllite would go to the War Production Board seeking an allocation for 500 records explaining that it had 100 returned. Considering the Vinyllite which can be reclaimed in the returned records, an allocation will then be made to make up the difference between the total need and the quantity recovered.

Canada School Programs

SCHOOL broadcasts for the current school year are presented in a booklet, Young Canada Listens, issued by the Canadian Broadcasting Corp., Toronto, and illustrated with sketches and stories of the Pioneer Heroes of Canada programs which feature the fictional adventures of a boy and girl. The booklet also contains particulars of other school broadcasts available through the CBC and American networks. The booklet is a manual which has been prepared for distribution among school teachers.

We sell your product as you'd sell it yourself . . .
person-to-person . . .
sincerely recommending it as one neighbor to another. And it gets results!

WIBW The Voice of Kansas
in Topeka

Broadcasting • Broadcast Advertising October 19, 1942 • Page 45
CIO Official Asks BWC Freeze To Solve Technician Shortage

Plan Would Defer Present Employees Until the Union Could Provide Replacements

CALL for the Board of War Communications to delay drafting of presently employed broadcast technicians at least until replacements can be provided, was put forward last week by Edgar T. Darlington, vice-president of Local 1, Philadelphia, eastern U.S. headquarters of the American Communications Assn., CIO Affiliate.

In a letter answering manpower inquiries of C. B. Reynolds, acting local FCC radio inspector, Mr. Darlington said that an acute shortage of broadcast technicians is resulting from present draft board policies of reclassifying and inducting thousands of men. He said that there is already a shortage of trained men, and that the curve has taken an acute turn upward.

Answer With BWC

Pointing out that his organization, recognizing the situation, is about to start an emergency training course in conjunction with eight major Philadelphia stations, Mr. Darlington said: "I personally feel that should our plan of action get us over immediate hurdles, eventually we must again touch bottom. "My further feeling is that the real answer lies in the Board of War Communications speedy exercise of its power to freeze, or exempt from the draft, all men presently employed technically in broadcast stations. At the very least, it might be done for a trial period of six months, during which time a plan such as ours might enable a backlog of trained personnel to be built up.

The letter declared that Selective Service "interpretations" and directives, together with General Hershey's statements, had brought no relief to the engineer problem. Station owners have tried repeatedly in many cities "and miserably failed," to get requested deferments for needed men, it said.

If the freeze went into effect, the letter went on, the 6-month deferment would permit an honest study to be conducted, and provide material to dictate the subsequent policy of the FCC, the BWC, and selective service officials.

Will Be Copied

The training plan advanced by the ACA Philadelphia local, which Mr. Darlington said will be copied elsewhere, involves opportunities for men holding first and second class radiotelephone licenses to get needed broadcast experience without charge. During an eight-week period, the Union will provide instruction, and the local outlets' facilities for these men to practice. Examinations for several of the courses of instruction have been drawn up by FCC engineers, according to Mr. Darlington.

The plan was drawn up after Local 1 contacted radio schools in the East, and found their estimates of licensed graduates "left a gloomy outlook."

"Not only were too many of the schools giving general courses, with generous amounts of the time given to code and typing, but it would seem that 80 to 90% of their enrollees long before their six-to-eight-month course is completed are either drafted or secure outside work," the ACA official explained.

The Union plans to contact these first and second class license holders through advertising in periodicals, such as Broadcasting, and through direct mail and personal contact. Local FCC offices will supply names of those who have secured the licenses since April 1st, and schools have been asked to furnish names of recent graduates. Mr. Darlington said that it may be necessary to appeal to the U.S. Department of Education, or some other agency to subsidize and widen the scope of the effort.

Miss Broderick to Gouv.

ESTELLE H. BRODERICK, for six years production traffic manager of WORL, Boston, will leave Oct. 5th to take a similar position with the Treasury Department. Miss Broderick will serve under Marjorie L. Spriggs, head of the Women's Radio Division of the War Savings Department.
ral court decision. The onerous effect of the recording ban on transcription companies, which have not recorded since Aug. 1 except in isolated cases, and on the record manufacturing companies, is believed ample basis for legal action against AFM. AFM’s 186,000 members, under the recording ban, are not permitted to record for radio, juke box, or other so-called non-public performances. There has been no recording at all except for some Government work, it was reported.

NAB said it had been informed “that transcription companies are considering the bringing of state court suits which will test out the various questions involved, including, of course, the question of commercial transcriptions, which Mr. Petrillo has already admitted do not exercise an adverse effect upon the members of his union. The NAB, in accordance with plans already made, expects to cooperate in prosecution of these suits.”

Same as Before

Sydney M. Kays, chief counsel for the NAB in the music controversy, pointed out that the highest courts of a number of States have taken positions entirely different from that evidenced in the cases brought under the Federal laws. It is believed, his statement for NAB continued, that “appropriate suits in state courts have a substantial chance of success.”

Alluding to Judge Barnes’ decision, the NAB statement said it had generally been recognized that recent decisions of the Federal courts in labor cases brought under the anti-trust laws “might well be considered by the Federal District Court to be applicable in this case.”

As a practical matter, the decision eliminates the possibility that Government action under the anti-trust laws will solve the problem, NAB said. Since the decision was based entirely on the Federal statutes, it pointed out, it does not adversely affect litigation in the State courts.

Analyzing the effect of the Judge Barnes ruling, NAB stated the decision leaves AFM in precisely the same situation which it created when it banned recordings. “It opens up no avenue through which the members of Mr. Petrillo’s union may recoup themselves for the losses in revenue which they are daily suffering through their failure to make recordings. The decision, in other words, does not change the present state of the law under which broadcasters and other commercial enterprises may use any available records without the payment of tribute to Mr. Petrillo’s union.”

Commenting on the Petrillo statement that the ban “still stands” and that “the next move is up to the companies”, NAB said the union had ascribed to “expenditures made by the NAB the unparalleled wave of public indignation which has been aroused by his rulings.”

Then it said:

“...in failing to recognize that the condemnation expressed because of the ban on recordings has been not only universal but spontaneous, Mr. Petrillo is of course, deceiving himself."

The view that the AFM prohibition of single-use commercial transcriptions is an “unassailable precedent” for banning network musical programs, on the same grounds that a musician whose music is broadcast throughout the country is depriving local musicians of employment, is contained in a letter written Oct. 8 by Howard Blake, president of United Broadcasting System, to Mr. Arnold.

Written before the Chicago court action, Mr. Blake’s letter said that the single-use transcription and network parallels were legally identical and inseparable. The only difference is the mechanics of transmission—one by transcription; the other by telephone wire, he wrote. Musicians’ fees and all other circumstances are the same, and from the musicians’ standpoint there is no difference at all, he added.

“The union’s success in this trial would pave the way, with a perfect precedent, for banning network music altogether”, said Mr. Blake. “If they ban network music—the
In Salt Lake City the biggest tune-in is naturally to this exclusive NBC outlet…

AFM President James Caesar Petrillo (right) before entering the Federal courthouse in Chicago last Monday morning, listens to some legal points of the AFM motion to dismiss (which subsequently was granted) from Joseph A. Padway, AFM chief counsel. Mr. Padway did not argue, since Federal Judge John P. Barnes handed down his decision favoring AFM and throwing out the Government suit after listening to Assistant Attorney General Thurman Arnold.

villified as has no other labor leader by a combination of the press, the broadcasters and juke box operators. He stood his ground, obeying the mandate of his union."

In his argument, Assistant Attorney General Arnold, followed closely the contention that anti-trust law violations cited in his brief [BROADCASTING, Oct. 12]. He said no labor controversy was involved and stressed the injury to the war effort stemming from the Petrillo ukases.

In arguing the jurisdictional question Mr. Arnold contended that previously, Federal Court cases involving the "made work" issue had no direct bearing on the AFM case, pointing out that in the instance a number of industries were threatened with extinction. Moreover, he argued, the unemployment issue was a myth, alluding to the NAB affidavit showing that some 50% of all AFM members are gainfully employed in other fields.

Before Mr. Arnold had proceeded very far, Mr. Padway interrupted to plead a motion that the affidavits be stricken on the ground that the court did not have jurisdiction to consider them under the Norris-LaGuardia Act. He contended the procedure contravenes the court's powers and that opportunity has not been allowed AFM to cross examine witnesses.

Mr. Arnold contended this was
CONTRACT IN HAND, executives of Hardwick & Magee, Philadelphia, claiming to be America's oldest rug and carpet company, look forward to their coming year on the air as sponsors of Morning Extra news on WFIL, Philadelphia. Seated are (1 to r) Roger W. Clipp, vice-president and general manager of WFIL; Earl W. Glazier, manager of Hardwick & Magee, and Harry C. Birninger, secretary of the carpet company. Standing are Max E. Solomon, of the WFIL sales staff; Ralph Hart, radio director of Harry Feigenbaum Agency; David Werman, account executive at Feigenbaum, and John E. Surrick, sales manager of WFIL.

the main issue in the case. Judge Barnes allowed the motion to be entered and granted. Home Owners Next?

Mr. Arnold said the whole issue was whether the cases came within the purview of section 4 of the Sherman Anti-Trust Act. He contended that the union seeks to destroy small restaurants, amusement places, local radio stations and other enterprises dependent upon recorded music and which cannot afford live talent. He said if AFM is permitted to continue that method of operation he saw no reason why it won't "deny home owners the right to use music".

Mr. Arnold also emphasized the Petillo ban against amateur musicians and preventing their performance over the air. He contended finally that AFM had "coerced" the national networks into "boycotting" their affiliates who did not hire fixed quotas of staff musicians.

In great detail the Assistant Attorney General covered what he stated was the crux of the argument—whether there were involved "terms and conditions of employment". He contended that the Norris-La Guardia Act and the Supreme Court decisions in other labor cases cited had the "terms and conditions of employment" element. If that were permitted, the Sherman Anti-Trust Act "would be repealed."

In a dispute which involves the terms and conditions of employment, the Assistant Attorney General contended the labor union may pursue almost any course of action. But if these issues were not involved, he insisted, then the union is subject to the Sherman act.

Labor Shortage

Judge Barnes disputed Mr. Arnold's contention that no unemployment existed in musicians ranks. He said that the figures revealing that 50% of the union members were engaged in other pursuits indicated to him "they were not able to make a reasonable living in their chosen field". Mr. Arnold, nevertheless, contended that the Petillo act was to permanently stop the development of a new field that "technological employment was not an issue". He pointed out that the Petillo ban comes at a time when there is the greatest demand for technological employment in the country's history precipitated by the war. He cited current news stories about the tremendous manpower shortages.

Mr. Arnold tangled with Judge Barnes on several occasions. The jurist admonished him not to "try to talk down the court."

The issue boils down to the AFM ultimatum that the employers must either hire fixed quotas of musicians or go out of business if they can't afford to hire live talent, continued the Assistant Attorney General. Moreover, he called the combination of the union and the networks to put the independent stations out of business an illegal one under the Hatchetson decision.

The ban on high school orchestras amounts to "closed shop", he said. The question is not one of employment of amusements but "destruction of amusements". He said no questions the right of labor to bridge over a gap of technological employment but he argued this was not such a case.

GORDON JENKINS, musical director of NBC, Hollywood, was recently notified that his theme song, "Eyes Aloft", written for the network program bearing that title, has been chosen official song for the 4F Fighter Command. Upon publication, proceeds from the song's sale will be donated by Jenkins to local air spotter's shelter building fund.

Plenty of Power

IT SEEMS that WWL, New Orleans, didn't know its own strength when it put 50,000 watts on a clear channel, according to a letter from Sgt. H. J. David, formerly a radio serviceman in Church Point, La., now stationed with the Army Signal Corps in the South Pacific. Sgt. David recently wrote his brother at home, "A few weeks ago I found an old radio in a junkpile and fixed it so it played. While listening last night I heard an announcer say it was 5:30. By my watch it was 1:30 here. Then he said... New Orleans, WWLL. It sure felt good to hear from home."

Thompson Resigns

DAN THOMPSON, member of the press department of NBC- Chicago, for the past six years, has resigned as news editor to join the National Safety Council, Chicago, as radio division editor. He is succeeded by Jack Ryan, formerly picture editor. John Keys, writer, has taken the post of picture editor, and Sheldon W. Peterson, formerly news editor of KLF, Denver, and journalism instructor of the U. of Denver, has joined the writing staff.

PINEX Co., Fort Wayne, Ind. (cough syrup) will sponsor a half-hour portion of the National Barn Dance on WLS, Chicago, Saturday evenings at 10:00-11:30 p.m. Agency is Russel H. Steels Co., Chicago.

FOR EFFECTIVE BUYING INFLUENCE IN WHAMLAND

WHAM gives you complete, effective coverage of the entire Rochester trading area... where buying power is 159% higher than U. S. Average... where income increase in 1942 over 1938 has been 21%; greater than U. S. Average... where the 1942 effective buying income per family will be $2,051. The Rochester Trading Area ranks 14th in population, but 27th in total dollars effective buying income, 22nd in family income.

WHAM, in addition, gives you the effective buying influence of its 50,000 watt, clear-channel signal, in the 600,000 radio homes of WRAAMland's 49 counties. WHAM gives you eighteen trading areas, not one...440,011 farms...more than 3,000 busy factories. All of this at approximately one-third the cost of localized coverage of the same area.

Figures in first paragraph are from Sales Management's Survey of Buying Power.

National Representatives:

GEORGE P. HOLLINGBERY CO.

50,000 Watts...Clear Channel...Full Time...Affiliated with the National Broadcasting Co. & The Blue Network, Inc.

"The Stromberg-Carlson Station"
How to Use Discs
(Continued from page 10)
ramids of Egypt, or our boys in
Iceland. BBC simply sends out a
transcription crew, as it did the
other day to get the voice of a
British general in Africa. It does
the same thing regularly to get
voices of British soldiers in far-
away places. The recordings are
then either shortwaved and re-
recorded in London (though not very
often) or are shipped by plane for
earliest possible broadcast over
BBC.
Sometimes it can be overdone,
of course. Our networks would not,
and should not be expected to
broadcast a quarter-hour of Bing
Crosby recordings, as BBC does
weekly. But Bing Time here loses
none of its popularity simply be-
cause it isn't live. It would not
be practical to shortwave Bing's
Thursday night Hollywood show
direct to BBC because it starts at
9 o'clock (EWT), which is 4
o'clock in the afternoon London
time.
It all depends on how it is
handled.
A rule can often be carried to
foolish extremes, as was the case
when one of our networks flatly
refused to carry two minutes of the
voice of Enrico Caruso, avail-
able only from an old record, which
a big agency wanted to interpolate
into one of its productions.
It is claimed that only once has
a long recording—something other
than a mere sound effect, which
even network shows must take off
transcriptions—been broad-
dcast over NBC. That was the remark-
able on-the-scene description of
the explosion of the dirigible Hin-
denburg at Lakehurst, which a
WLS sound crew happened to be
on hand to transcribe. And that
crew happened to be there only be-
cause lighter-than-air craft was a
hobby of a staffman of that Chi-
cago station who had persuaded
Glenn Snyder to let him do a de-
scription of the big ship's arrival,
never dreaming the catastrophe
would occur.
Pros and Cons
The chief arguments of our net-
work people against transcriptions
is that networks exist primarily
to furnish live stuff, which is true;
that sponsors and agencies, aware
that transcriptions lose little of the
original quality when broadcast,
will insist upon taking the "slipup"
element out of their productions by
transcribing and reediting them
and putting on the air as tried
true programs; that prima donna
performers will insist upon doing
their shows on records so as not to
be held to regular schedules, which
is definitely a possibility.
The rule, on the other hand, can
be enforced as general policy but
not as an irrevocable one. Certain
standards can be laid down for ex-
ceptions in extraordinary cases, or
for certain classes of programs
such as excerpted speeches of the
sort BBC handles so deftly.
Moreover, the repeat value at
favorable hours of highly popular
shows would be tremendous to the
sponsor, who could buy repeat
periods, and to the audience alike.
Many a fan who has missed the
Friday night Information Please
program would be delighted if he
knew he could hear it, as the Brit-
ish hear their Brain Trust pro-
gram, during a Sunday-at-home
afternoon, or perhaps during an
otherwise unwealthy late evening
hour any other night.
Popular program repeats after
11 p.m. would certainly be vastly
more welcome to a great segment
of the American audience than
dance bands, which are carried al-
by a majority of the station opera-
tors, if not the entire industry.
The document proposes ap-
pointment of a Central Code
Committee for the industry, and for the desig-
nation of a "Code Authority"—a
full-time representative of the in-
dustry who would "announce and
delineate all decisions" having to
do with program and commercial
operations.
The full text of Mr. Way's pro-
posed code follows:

Broadcasters' Declaration of
Independence

Through the Government of the
United States of America, each broad-
casting station is licensed to operate
"in the public interest, convenience
and necessity." To these stipulations
each broadcaster must subscribe not
only in the beginning but as long as
he shall operate a microphone and
transmitter. Failing in this pledge to
the people, he shall forfeit his license
and retire from his position of public
trust.

Consider again the words, "public
interest, convenience and necessity,"
for they appear in every license. They
are the rule of conduct for every broad-
caster. They are a charge to all broad-
casters alike. They are a covenant
upon the broadcasting industry.

Only insofar as we, the broad-
casters, maintain control of the air, shall
we be able to preserve this covenant.
Control of the air is difficult to main-
tain for we lease our facilities to
others who are not directly responsible
to the people.

And we, broadcasters, in our responsi-
bility to the people but insist that we
most exclusively on the networks
that we own.

This observer will be very much
surprised if, as a result of Bill
Paley's recent visit here to study
British broadcasting, CBS doesn't
follow the lead already taken by
 Mutual in at least relaxing, within
reason and within limits of good
network program balance, the pres-
ent absolute rule against trans-
broadcast shows.

- To reach and sell the rich Appalachian area
- booming with war project wealth—remember:
  WJHL is the only station of regional or
greater power offering adequate coverage of
this market. One GOOD station. One LOW cost.

WJHL

1000 WATT • 910 KC • BLUE NET

Johnson City, Tenn.

SPOT SALES, Inc.
Representatives

W. Hanes Lancaster
Manager

Page 50 • October 19, 1942
are the sole guardians of that responsibility. That is right, not only morally but legally.

Networks originate programs for us, under special agreements, but nowhere in these agreements do they assume any of our responsibility to the people.

Networks are producers, not broadcasters, of radio programs. They are not licensed in the name of the people. They exist by virtue of the broadcasters.

Our position cannot be obscured. We who have been granted special rights shall answer for their proper exercise. Those whom we invite to exercise these rights with us, we invite at our own risk. To us will come the challenges from the people, should anyone fail.

We must give guidance not ask for it. We must use fearlessly the right to make our own terms upon which advertisers, networks, or anyone may use our facilities. Those terms are our most precious asset. They are the conscience of this industry.

We are now engaged in a great war, which demands that all men reaffirm their trust and be loyal to them. Now is the time to proclaim again the terms upon which anyone may use our facilities. We shall so do collectively.

We shall act as an industry. We shall be of one mind.

The nature of our idealism has isolated us often to follow precedent. This is the fact that we have reflected the gravity of our public trust. But it has thus been within the power of any of us to influence the industry by establishing a bad precedent. And it has also been within the power of selfish interests to gain their ends by establishing one precedent broadcasters to relax the vigilance of operation in the public interest. Much better it shall be for us to depend on precedent but on our own full counsel.

Now, therefore, we declare that...
Co-op Probe
(Continued from page 18)
was not reason in keeping it off the air especially since it represents the opinions of 5,000,000 - 8,000,000 people.

Refusal of time “is a direct denial of fundamental rights,” Senator Norris asserted. He agreed with the fact that the networks were faced with considerable responsibility but insisted that they “would have run no risk of libel suits or anything of that sort,” if they had permitted the cooperative group to broadcast.

The FCC, in its part, announced it had written to Niles Trammel, NBC president, and William Paley, CBS president, advising them the Commission received a letter from the New England Cooperative Federation, Boston, citing the networks’ refusal to sell time to the Cooperative League. A “statement of the facts” is expected soon by the FCC.

Quotes Editorial
The letter was transmitted to the FCC by Senator Lodge (R-Mass.), to whom FCC Chairman James Lawrence Fly sent a letter pointing out the Commission had noted the matter and had asked the networks for the facts, assuring him the situation would be given “appropriate consideration”.

During his statement of the problem on the floor of the Senate, Senator Norris quoted from a signed editorial published in the Burlington (Vt) Daily News signed by its editor, William Loeb, which described the success of a cooperative local utility as a perfect example of what free people working in a free cooperative fashion can accomplish. In contrast the editorial raps the networks for their willingness otherwise “to take money and sell time to advertise any commercial products, whose real value to the public may be gravely questioned.”

The signed editorial also instructed reader to write to Charles Hasbrook, owner of WCX, Burlington, CBS affiliate, expressing the hope that the station owner “is a real friend of the cooperative movement” and appeals to him as an affiliated owner to go to bat on the issue with the network.

Shortly after reading the editorial, Senator Norris was queried by Senator Langer (R-N.D.) as to whether the FCC is empowered to handle the situation by revoking the licenses of the stations involved. In reply, Senator Norris said a complainant to this effect might lose on the theory that an amendment to the law is necessary. He said this was only his opinion and that he desired an opinion of the committee which seven years before reported the present Communications Act.

Senator Wheeler (D-Mont.), Chairman of the Interstate Commerce Committee which will consider the case, has been handling the Petrillo probe, expressed “surprise” over the position taken by the networks.

Mr. Wheeler said, “First they denied the request on controversial grounds. Then they took the position that other advertisers might object.”

Probably, “everything said over the radio on the subject of politics is controversial,” he said. “If the broadcasting systems are to take the position that they will not permit anything to be said over the air or any time to be sold on any subject which is in the slightest degree controversial, then of course they are going to be able to pick and choose just exactly what they will permit to go on the air,” he emphasized.

He cited the case of commentators, “paid by some of the big interests in the country” who are allowed to air matters of a highly controversial nature. He asserted they edit news, give monographs easily discernible as controversial. Furthermore he expressed the belief that the networks’ action “is taken purely on the basis of their own selfish interests and not on the basis of the best interest of the country as a whole.”

Senator Wheeler admitted there were some opposed to cooperatives, but suggested their opposition sprang from a fear that cooperatives “may interfere with their profit or their dividends and that their objections may tend to cut down the cost of living in this country to the average man.” He said there was no excuse for the networks involved or any other broadcasting system to deny an organization like the cooperatives “the right to buy time” on the grounds that the subjects they may discuss are controversial.

Senator Norris contended that the “question goes much deeper than whether one likes a cooperative or does not like a cooperative.” Instead he said there was a question as to whether broadcasting systems “given access to the air” should be allowed to keep an organization from the air which is “responsible... honest... which has a definite idea to present.”

LISTENERS are constantly reminded of the identity of Z-Bar Net advertisers by a series of window cards, shelf price cards and shelf price cards. The promotional cards are the same with the exception of different colors which are used as background, all one color being used for any single advertiser. The cards in part help to achieve what salesmen on the road, now fewer in number and traveling less, once accomplished.

Disc Subscribers
THREE new subscribers to the NBC Radio Division's transcribed series, Flying for Freedom are: RF Harris & Sons, Inc., Philadelphia, for Jacob Rader & Sons (men’s clothing); WESX, Salem, Mass.; for the National House Furnishing Co.; and WCCB, Cleveland, for Musterole, Inc., Cleveland on CFRB; KDKA, Ottowa and VOM, St. John's, Newfoundland. Musterole agency is Erwin, Wasey & Co., New York. Cherry & Webb department store has renewed Betty and Bob on WPRO, Providence, R.I. and The Name You Will Remember has been renewed on KYW, Philadelphia in behalf of Solo’s Women’s Specialty Shop.

Hicks With Convoy
GEORGE HICKS, BLUE commentator, has returned from a "confidential mission", revealed its trip with a convoy to a Caribbean port. Material gathered during the voyage will be presented during the Oct. 19 and 21 broadcasts of Hicks interviews with seamen, now known as The Land, Sea and Air. Formerly originating from New York and Washington only the series will henceforth feature pick-ups from other points. Hear on different days in addition to Hicks, are Cleo Roberts, Joan Harding and Bill Baldwin.

Z-BAR NET STUNT
Point of Sale Promotion
Used in Montana

In Illinois?
For a big chunk of it, use the DECATUR station.
TEXT OF AFM DECISION

TEXT of the memorandum opinion ([Civil Action No. 4541, U. S. vs. American Federation of Musicians et al], handed down Oct. 14 in the U. S. District Court, Northern District of Illinois, Eastern Division, follows:

This cause comes on to be heard on the motion of the Government for a preliminary injunction, and on that of the defendants to dismiss the complaint.

The plaintiff is the United States of America. The defendants are the American Federation of Musicians and its officers and directors. The AFM is alleged to have approximately 150,000 members, comprising virtually all musicians in the nation who make music for a livelihood.

Offenses Charged

Paragraphs 13 to 17, inclusive, of the complaint describe the offenses charged and the effect of the conspiracy charged. Those paragraphs are as follows:

IV. Offenses Charged

13. That the defendants, herein named herein, each well knowing the matters and things hereinbefore alleged, have been and are now engaged in the United States, and within the Northern District of Illinois, Eastern Division, in a wrongful and unlawful combination and conspiracy in restraint of the interstate and intrastate commerce in phonograph records, electrical transcriptions and radio broadcasting, in violation of Section 1 of the Act of Congress of July 2, 1914, entitled "An Act to Protect Trade and Commerce Against Unlawful Restraints and Monopolies" (15 U.S.C.A. 1), and have conspired to do all the acts and things, and to use all means necessary and appropriate to make said restraints effective, including the means, acts and things hereinbefore more particularly alleged.

14. That for the purpose of restraining and destroying all interstate commerce in phonograph records and electrical transcriptions; of procuring, monopolizing and controlling all performances of musical entertainment; of eliminating competition entirely between so-called "transcribed" and "canoned" music and music produced through live musicians, the defendants have arranged and agreed among themselves to do the following things:

(a) To prevent the manufacture and sale of all phonograph records and electrical transcriptions.

(b) To eliminate from the market all phonograph records and electrical transcriptions which contain "transcribed" and "canoned" music manufactured by independent performers or musicians.

(c) To prevent broadcasting stations from broadcasting musical compositions recorded on phonograph records and electrical transcriptions.

(d) To prevent the use of phonograph records in so-called "juke boxes" located in hotels, restaurants and dance halls.

(e) To prevent the use of phonograph records in the home.

(f) To prevent the sale of phonograph records to radio broadcasting stations and "juke box" operators by requiring manufacturers to boycott all distributors, jobbers, and retailers who sell such records to radio broadcasting stations and "juke box" operators.

Recordings Banned

15. That for the purpose of forming and effectuating the aforesaid conspiracy, the defendants by agreement and concert of action have done the things which, as beforeherein alleged, they conspired to do, and more particularly have done, among other things, the following acts and things:

(a) On June 25, 1942, the defendant James C. Petrillo notified Decca Records, Inc., Columbia Recording Corp. and RCA Victor, Inc., of the license from the AFM for employment of its members, which license was to expire July 31, 1942, and would not be renewed; that from and after Aug. 1, 1942, the members of the AFM would not play or contract for recordings, transcriptions or recordings without terminating the AFM's agreements with the defendants.

(b) On July 27, 1942, the defendants, James C. Petrillo, the National Federation of Musicians and its local and district representatives, their members, and the American Federation of Musicians and its officers, directors and members, in the City of Los Angeles, California, entered into an agreement to prohibit the manufacture and sale of phonograph records and electrical transcriptions; to prevent the use of phonograph records and electrical transcriptions in the home; to prevent the sale of phonograph records to radio broadcasting stations and "juke box" operators by requiring manufacturers to boycott all distributors, jobbers, and retailers who sell such records to radio broadcasting stations and "juke box" operators.

Recordings Banned

16. That the defendants have arranged and agreed among themselves to do the following things:

(a) To prevent the manufacture and sale of all phonograph records and electrical transcriptions.

(b) To prevent broadcasting stations from hiring "stand-by" musicians, members of the AFM, whose services are neither necessary nor desired, by requiring radio net-works to boycott affiliated stations which refuse to meet defendants' demands for the hiring of "stand-by" musicians.

(c) To prevent broadcasting stations to hire unnecessary "stand-by" musicians, members of the AFM, which, as before hereinbefore alleged, they conspired to do, and more particularly have done, among other things, the following acts and things:

17. That for the purpose of forming and effectuating the aforesaid conspiracy, the defendants by agreement and concert of action have done the things which, as before hereinbefore alleged, they conspired to do, and more particularly have done, among other things, the following acts and things:

(a) To prevent the manufacture and sale of all phonograph records and electrical transcriptions.

(b) To prevent the use of phonograph records in so-called "juke boxes" located in hotels, restaurants and dance halls.

(c) To prevent the use of phonograph records in the home.

(d) To prevent the sale of phonograph records to radio broadcasting stations and "juke box" operators by requiring manufacturers to boycott all distributors, jobbers, and retailers who sell such records to radio broadcasting stations and "juke box" operators.

18. That the defendants have arranged and agreed among themselves to do the following things:

(a) To prevent the manufacture and sale of all phonograph records and electrical transcriptions.

(b) To prevent broadcasting stations from hiring "stand-by" musicians, members of the AFM, whose services are neither necessary nor desired, by requiring radio net-works to boycott affiliated stations which refuse to meet defendants' demands for the hiring of "stand-by" musicians.

(c) To prevent broadcasting stations from hiring unnecessary "stand-by" musicians, members of the AFM, which, as before hereinbefore alleged, they conspired to do, and more particularly have done, among other things, the following acts and things:

19. That the defendants have arranged and agreed among themselves to do the following things:

(a) To prevent the manufacture and sale of all phonograph records and electrical transcriptions.

(b) To prevent broadcasting stations from hiring "stand-by" musicians, members of the AFM, whose services are neither necessary nor desired, by requiring radio net-works to boycott affiliated stations which refuse to meet defendants' demands for the hiring of "stand-by" musicians.

(c) To prevent broadcasting stations from hiring unnecessary "stand-by" musicians, members of the AFM, which, as before hereinbefore alleged, they conspired to do, and more particularly have done, among other things, the following acts and things:

20. That the defendants have arranged and agreed among themselves to do the following things:

(a) To prevent the manufacture and sale of all phonograph records and electrical transcriptions.

(b) To prevent broadcasting stations from hiring "stand-by" musicians, members of the AFM, whose services are neither necessary nor desired, by requiring radio net-works to boycott affiliated stations which refuse to meet defendants' demands for the hiring of "stand-by" musicians.

(c) To prevent broadcasting stations from hiring unnecessary "stand-by" musicians, members of the AFM, which, as before hereinbefore alleged, they conspired to do, and more particularly have done, among other things, the following acts and things:

21. That the defendants have arranged and agreed among themselves to do the following things:

(a) To prevent the manufacture and sale of all phonograph records and electrical transcriptions.

(b) To prevent broadcasting stations from hiring "stand-by" musicians, members of the AFM, whose services are neither necessary nor desired, by requiring radio net-works to boycott affiliated stations which refuse to meet defendants' demands for the hiring of "stand-by" musicians.

(c) To prevent broadcasting stations from hiring unnecessary "stand-by" musicians, members of the AFM, which, as before hereinbefore alleged, they conspired to do, and more particularly have done, among other things, the following acts and things:

22. That the defendants have arranged and agreed among themselves to do the following things:

(a) To prevent the manufacture and sale of all phonograph records and electrical transcriptions.

(b) To prevent broadcasting stations from hiring "stand-by" musicians, members of the AFM, whose services are neither necessary nor desired, by requiring radio net-works to boycott affiliated stations which refuse to meet defendants' demands for the hiring of "stand-by" musicians.

(c) To prevent broadcasting stations from hiring unnecessary "stand-by" musicians, members of the AFM, which, as before hereinbefore alleged, they conspired to do, and more particularly have done, among other things, the following acts and things:

The Coca-Cola Company presents

The Coca-Cola Company

America's leading bands - playing from War Camps and War Plants

BLUE NETWORK 9:30 P.M. EVERY NIGHT EXCEPT SUNDAY

BROADCASTING • Broadcast Advertising

October 19, 1942 • Page 53
WKIP, Poughkeepsie, N.Y.

... by all odds the finest any radio station can buy.
Bruff W. Olin, Jr., Station Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

Where Sales Multiply

NASHVILLE, TENNESSE

50,000 WATTS

The Greatest Selling POWER
in the South's Greatest City

CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

NOW 5000 WATTS

DIP INTO THE PORK BARREL MARKET
at old 1000 watt rates
still in effect

CBS AFFILIATE * WEED & COMPANY, NAT'L REPRESENTATIVES
Garden Prizes

PARTICIPANTS in the vic-
tory campaign sponsored by KRBB, Bozeman, Mont., were awarded prizes recently. Dept. of Agricult-
ture agents judged the one-
eighth acre plots scattered around KRBB transmitter.

In all, eight acres of ground
were used. The station in-
stalled an electric pump and
well and supplied water to
each amateur farmer.

Need for Logic Is Seen
In Propaganda Dramas

AS DRAMATIC programs become more and more vehicles to carry wartime propaganda messages and
less the purely entertainment shows they have been, they will have to become more logical. Dr. Matthew N. Chappell, technical
consultant to C. E. Hooper Inc.,
predicted last Tuesday in an
address before the discussion
group on radio listening habits of the American Marketing Assn. that, when he is not only in
entertainment, the listener is will-
ing to accept coincidence and other unreal solutions to dramatic problems.
Dr. Chappell stated, however,
that when the Government puts on a program to influence him, the listen-
er is more apt to examine the
argument and to demand that it come up to logical standards. This is especially true now, he added,
since for the past 20 years we have
been told what we were to have
unthinkingly swallowed so much propaganda during the World War and as a result we resist it now.

Koppers in Twin Cities Opens Fall Car Drive

KOPPERS Co., St. Paul, launched an intensive campaign on two Min-
nesota stations recently.

This drive, the 12th in a series
broadcast with Broadcast-
ing and a definite increase in sales since the start of the drive
in Lincoln, Neb., the drive
will continue.

Stressing the economical advan-
tages of Pea Coke for heating pur-
poses, Koppers started a 13-week
campaign on WTCN, Minneapolis.

The drive is of the open car
series, and will be continued
in the early spring of this year.

Stromberg Tire Plan

FIRST GROUP of war workers in the nation voluntarily to pledge
themselves to buy only tires inspected by the Defense Dept. is more
than 10,000, as planned.

Transportation consists of employees of Stromberg-Carlson Telephone Mfg.
Co., Rochester, who signed the pledges following a tire inspection demonstrate-
tion by Col. Wallace E. Thayer,
RCAF.C.

TO MEN in the U. S. armed forces stationed overseas, it is now
transmitting the enrolled list of tire
ballots for Sam Hayes, retired

Meanwhile, the station
sent a congratulatory telegram
to the president of the

The conclusions herein expres-
sed make it unnecessary to consider other issues raised by the parties.

JOHN P. BANES.

U. S. District Judge.

Concerts on WWJ

DETOIT SYMPHONY OR-
CHESTRA will broadcast 21 Sun-
days concerts on WWJ, Detroit,
under sponsorship of Sam’s, De-
troit department store, with co-
operation of the Detroit News. Al-
though the orchestra’s regular ac-
tivities have been abandoned for
the duration, it will play the 21
concerts for WWJ from Detroit’s Ma-
sonic Temple, before a large audi-
tence. Sales talks on the program
will be strictly non-commercial, de-
oted to War Bonds.

School Conference

THEME OF the sixth annual meet-
ing of the School Broadcast
conference to be held Nov. 10-12,
the Morrison Hotel, Chicago, is
“Education and Distribution and Respon-
sibility to Education in a Nation at
War.” The Assn. for Education by
Radio will meet Nov. 10, and Joint-
ly with the Broadcast and Con-
ference for the remaining days of
the convention.

Columbia's Station...Call Any Edward Petry Office
Broadcast Status In Phone Priority

PRIORITY routes have been established to cover three types of long distance telephone calls and broadcasting Board of War Communications has a list of authorized persons and agencies entitled to use such priorities when the need arises for any of the three priority categories established.

Reports published elsewhere have indicated that telephone operators would listen in on conversations, but the Board of War Communications has denied this, pointing out that such a practice is illegal. Furthermore, civilian telephone conversations are not to be interrupted except in the case of Class I calls.

Order of Priority

The first priority covers all "which require immediate completion for war purposes or to safeguard life or property" and includes such emergencies as the movement of armed forces during combat operations and immediate dangers due to the enemy as well as floods, hurricanes, earthquakes or other disasters.

The second priority covers situations requiring immediate completion for the national defense and security, the successful conduct of the war and safeguarding of life or property and also those not specifically described in the first category.

The third priority covers calls requiring "prompt completion" including maintenance of essential public services, supply or movement of food, civilian defense or public health, as well as important governmental functions. Preferred callers entitled to use priorities are Government leaders and agencies, public service and civilian defense organizations and officials, essential war industries and such essential services as radio stations, and press associations, power, water, fuel.

TO HAVE and TO HOLD THE ENGINEERING JOB YOU WANT!

Advance Now—Insure Your FUTURE in Broadcasting

- If you have just recently entered the broadcasting field—CREI offers you a proven program of home study in Practical Radio Engineering. This course of training coupled with your present experience will enable you to go after—and get a better engineering job and more money. There’s no priority on a better job—but they are “routed” to those who have the necessary technical ability. Today, there are CREI students and graduates in more than 400 stations—and more are needed for important engineering jobs. Why not investigate what CREI spare-time training can do for you?

SEND FOR OUR FREE BOOKLET and facts about CREI Home Study Courses

CAPITOL RADIO ENGINEERING INSTITUTE
Home Study Courses in Practical Radio Engineering for Professional Self-Improvement
DEPT. B-10, 3224 16th Street, N.W.
Washington, D.C.

CRERI Students, Graduates, ATTENTION!

The CREI Placement Bureau is stocked with requests for radio men. Employers in all branches of radio want trained men. Your Government wants trained men to perform his job, or be placed in a job, that will allow him to work at maximum productivity. If you are or will be in need of reemployment write your CREI Placement Bureau at once.

New Business


GIOTTE SAFETY RAZOR CORP. Boston, on Oct. 20, 10 a.m. sponsors Bob Pastor vs. Jimmy Ruff in boxing on WGBH, Oct. 20, 11 a.m. and Nov. 20 carries Chalkey Wright vs. Willie Pepe both on WGBH. Agcy: Mason Inc., N. Y.

Renewal Agreements


PET MILK Co., St. Louis (pet evaporated milk) on Oct. 20 for 56 weeks at 140 stations, Mon., thru Fri., 11:30-11:45 a.m. Agcy: Maxon Ad. Co., Philadelphia.

LAND O’LAKE CREAMERIES, Minne- apolis, on Oct. 20 for 56 weeks at 140 stations, Mon., thru Fri., 11:30-11:45 a.m. Agcy: Maxon Ad. Co., Philadelphia.

Network Changes

CORN PRODUCTS REFINING Co., New York (sugar) on Oct. 20, adds 9 CBS stations to Stage Door Canteen, making a total of 63 stations, 5:30-6:00 p.m. Agcy: C. L. Miller Co., N. Y.

CALIFORNIA FRUIT Growers Exchange, Los Angeles, Calif., on Oct. 20 replaces Sunkist “citrus fruit” on 10 CBS stations, Mon., thru Fri., 11:30-11:45 a.m. Agcy: Lord, Los Angeles.

LEWIS-WINE Co., St. Louis (wine), on Oct. 20, adds 80 NBC stations to Horace Hiles’ musical revue, making a total of 155 stations, Mon., thru Fri., 11:30-11:45 a.m. Agcy: Roche, Williams & Connaboy, Chicago.


New Transmitter

PERMISSION to install a new transmitter was granted to WLAY, Muscle Shoals (Alabama), by WMSL last week by the FCC. Action was taken in view of the condition of the equipment, and the large amount of operating time lost through transmitter failure following a specific 400-watt equipment beyond repair. WLAY operates on 1450 kc with 250 w. unlimited.
Combination announcer—Engineers and Operator—Announcers


Executive salesman or Manager—Of fine local radio station. Salary and housing. Write detailed experiences, references, salary expected salary. Box 946, BROADCASTING.

ANNOUNCER NEEDED—Discuss experience, versatility, draft, age, references. Salary $75 per week. Box 951, Broadcasting.

STUDIO ENGINEER—NO LICENSE REQUIRED. $20.00 Forty Hour Week, WIND, Gary, Indiana.

Situations Wanted

Experienced Radio Salesman and Newspaper Salesman—Wishes affiliation with progressive station in east. Draft exempt, preferably married. One child. Can also announce and write continuity. Box 943, BROADCASTING.

Engineer—Twelve years' experience clear channel, Desire change. Coordinator; chief of regional. Deferred. References. Box 946, BROADCASTING.


Station or Commercial Manager—Record proves ability: Copy: uncalled; announcing: not bad; Newspapers and Agencies. Will recommend. Address: Employed, 265 South Oakham, Beverhills, California.

OPERATOR—Both licenses, deferred. Prefer West Coast. Permanent. Box 990, BROADCASTING.

Draft exempt—St-A. Now working in region as station in combination; desires same type of work. Available October 15. Box 961, BROADCASTING.

Wanted to Buy

Modern 5 kw Transmitter—Complete phase control unit for directional, Associated equipment for 5 kw station. Two vertical radiators approximately 271 ½ feet. Also 1 kw transmitter. Reply completely stating full details experience, qualifications,欲望 local radio station. Salary and housing. Detail experienced, references, salary expected, how soon available. Write WHIS, Sheboygan, Wisconsin.

WANTED—Copper ground wire; % inch OXIAL line Number 6 stranded copper; overhead wire; brackets. Box 941, BROADCASTING.

For Sale

Radio Station—Thriving Kansas town. Nonresident owner offers at real bargain, excellent opportunity for person who knows the business to make a fortune. J. L. Tennant, C. C. Bank Building, Des Moines, Iowa.

Independent 1 kilowatt station—in Eastern seaboard city. Will sell 50% or full interest to substantial, experienced person or corporation acceptable to FCC. Box 949, BROADCASTING.

NEW FM OUTLET

KYW, Philadelphia, has become the fifth station in the city to provide listeners with an FM service. Without publicity or advance notice, the station last week started operating its FM adjunct, W73PH, on 45.7 mc. Operating six hours daily, from 3 to 9 p.m., the FM program schedule is made up entirely of news and commentary, popular and symphonic music. With the start of W73PH, all the four network stations in the city are now operating FM adjuncts, in addition to W73PH, the FM adjunct of WPEN, independent station, which started last month.

BLUE WAR EFFORT

INCREASING the amount of time devoted to the war effort in August, BLUE contributed 86 hours and 43 minutes to that purpose in September, an increase of several hours over the previous month. More time was allotted to the war effort in the latter half of September, than during the first two weeks. Total sustained time for the latter month was 78 hours and 29 minutes, with 10 hours and 14 minutes comprised of commercial time.
Leigh White Moved To Capital by CBS
Calmer Also Is Transferred; Sevareid Has Operation

RECENT addition of Leigh White, former CBS war correspondent, to the CBS Washington staff, came just in time to offset the absence of Eric Sevareid, CBS Washington bureau chief, stricken Oct. 11 with an acute attack of appendicitis. In the latter's absence, Mr. White has been named as acting head of the newsroom.

In addition Ned Calmer, CBS news editor in New York, was sent to Washington, Oct. 12 by Paul White, CBS vice president, to aid in Washington news coverage during Sevareid's convalescence. Calmer continues on the network in his regular news spot at 11 p.m. each weekday. White does the 4:45 p.m. World Today series over CBS in addition to a new local WJJS, Washington, commercial for the P. J. Nee Furniture Co., in the News Front Tonight slot. Leigh White from 5:30-5:40 p.m. Mondays through Fridays. John Purcell continues on The World Today at 8 a.m. from Washington each weekday.

Leigh White Moved
Leigh White, 28-year-old war correspondent, is the latest addition to the capital staff of CBS. Early in the war he worked in Paris with Eric Sevareid and Edwin Hartrich in the Herald-Tribune bureau, and returned to the States early in 1940. Shortly thereafter sailed for Europe again to join the CBS war staff.

While broadcasting for CBS in the Balkans, he was shot in the hip when a train was machine-gunned; he recovers at the Naval Hospital in Great Lakes Training Station, and keeping it supplied with magazines, books and other gifts approved by naval authorities. His action sets a precedent which may be followed by other radio show companies.

Elmer Davis Reserves Decision On Plan for His Return to Air

Despite reports to the contrary, Elmer Davis has not yet made up his mind whether he will return to the air as government war spokesman in his capacity as director of the Office of War Information, it was stated authoritatively last Friday.

While tentative plans for the weekly broadcasts are being considered and the four major networks are able to clear time on Saturday nights from 7:30 p.m. for the series, Mr. Davis himself has announced no final determination pending further consideration in his own office and consultation with his advisors. Some weeks ago, he discussed the plan with representatives of all four networks and the trade associations that he broadcast a weekly news analysis on a regular schedule.

If Mr. Davis does decide on a series of "reports to the nation" broadcasts, it is understood they will be inaugurated next month. He would not utilize the entire half-hour, but might go on from 7:30 to 7:30.

Local stations then might cut in with interviews with outstanding personalities, dealing with the war effort and home defense, probably for ten to 12 minutes. Mr. Davis then would return for a three or five-minute close. It is not planned to dramatize any portion of the program.

When Mr. Davis, former CBS news analyst, was drafted last June by President Roosevelt to head OWI, reports immediately developed that he would become the official voice of the wartime Government, with weekly broadcasts on the combined networks. He has been urged from many quarters to inaugurate the series. On the other hand, it is understood Mr. Davis has deliberated the advisability of a regular series from several standpoints and largely because of an official, rather than private status.

Churchill Is Appointed CBS Research Director

JOHN K. CHURCHILL, chief statistician of CBS since 1932, has been appointed director of research of CBS according to Dr. Frank N. Stanton, CBS vice-president in charge of research, who formerly held the title of research director until his election to vice-president Sept. 2 [Broadcasting, Sept. 7].

Mr. Churchill, a native of Wisconsin, attended Bishop Ridley College in St. Catherines, Ont., and Wesleyan U in Middletown, Conn., where he received his B.S. degree.

From 1926-29, he was industrial economist for the Churchill Engineering Corp., later joined by War Department, Evans, Kip & Hachett Adv. Agency, now defunct, as research economist. He also served as statistician for the Wool Institute in 1930-31, and handled merchandising research for Evans, Nye & Harmon. He joined CBS in January 1932 as chief statistician.

Tobacco Extension

EXTENSION until Oct. 26 has been granted the American Tobacco Co. (Lucky Strikes) and its subsidiary, American Cigarette & Cigar Co. (Pall Malls) to reply to Federal Trade Commission charges of misrepresentation in advertising, the Commission announced last week. Replies had already been received from R. J. Reynolds Tobacco Co. (Camels) and Philip Morris Co., remaining two of the four major tobacco firms under fire, but dates have not been set for the hearings [Broadcasting, Oct. 5].

FOURTH Annual Survey of Advertising course for women, sponsored by the Advertising Women of New York, opened Oct. 13 with a preliminary outline of the course by Barbara Daly Anderson, president of the organization and director of the consumer service of Parents' magazine.

Cast 'Adopta' Ward

MEMBERS OF THE cast of the serial program Road of Life, sponsored on NBC by Procter & Gamble Co., Cincinnati, have decided to do their part in the war effort by "adopting" Ward "A" of the U. S. Naval Hospital at the Great Lakes Training Station, and keeping it supplied with magazines, books and other gifts approved by naval authorities. Their action sets a precedent which may be followed by other radio show companies.

"To Hell With the Eternal Triangle ... Cook Up Something Else If We Can't Get Any Men for the Serial!"

Elmer Davis Reserves Decision On Plan for His Return to Air
"There is no 'second choice' for nationally advertised brands"

Says J. W. Cassin, President and General Manager
The Dow Drug Company, Cincinnati, Ohio.*

Seventy percent of the time, according to Nielsen Central Consumer Survey made for our stores, there is no second choice for a nationally advertised brand of proprietary medicine or toilet article that is out of stock. The customer will go somewhere else to buy the nationally advertised brand he or she wanted in the first place. Eventually, they may take what they can get without regard to quality, but as long as our customers have a choice, they demand nationally advertised brands.

"Continued national advertising via radio, magazines, and newspapers can prepare a customer for the possibility of a product being out of stock. Consumer ill will is thus averted.

"More importantly, continued advertising can help us inform customers as to true shortage conditions. It will stop rumors of shortages which cause hoarding and bring about an unequal distribution of the manufacturer's product. Thus, the cumulative effect would be to counteract the tendency toward inflation.

"It is most imperative that advertising be continued, therefore, to guide the buying of our consumers in such a way as to ride us over the trying days that lie ahead."

*Operates 42 drug stores—thirty-three serve Greater Cincinnati, five Pittsburgh, two Springfield, one Middletown, one Steubenville.
Which is **YOUR** best buy?

* WKY is clearly the station in Oklahoma City for advertisers who want to reach the greatest possible mass of listeners. Hooperatings establish this fact authoritatively. They prove, in fact, that WKY's audience is greater than those of all three other Oklahoma City stations put together, morning, afternoon and evening.

WKY is most certainly the station for advertisers attempting to reach listeners in Oklahoma City at the lowest possible unit cost. The cost of reaching a morning listener over WKY, for instance, is 31.5% less than that of reaching one over Station "D" (see above), and just about one-third that of reaching one over Station "B".

From every standpoint, WKY is Oklahoma City's best morning buy, its best afternoon buy, its best evening buy! It's **YOUR** best buy!